

# Nutritional Bar Market Report: Trends, Forecast and Competitive Analysis to 2030

<https://marketpublishers.com/r/NED4135B7C36EN.html>

Date: July 2024

Pages: 150

Price: US\$ 4,850.00 (Single User License)

ID: NED4135B7C36EN

## Abstracts

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### Nutritional Bar Trends and Forecast

The future of the global nutritional bar market looks promising with opportunities in the store-based and non store-based markets. The global nutritional bar market is expected to reach an estimated \$8.8 billion by 2030 with a CAGR of 5.3% from 2024 to 2030. The major drivers for this market are increasing desire for convenient and healthful snacks, growing need for nutrient rich convenient food, and rising popularity of plant-based and vegan diets.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

### Nutritional Bar by Segment

The study includes a forecast for the global nutritional bar by type, flavor, distribution channel, and region.

Nutritional Bar Market by Type [Shipment Analysis by Value from 2018 to 2030]:

Protein Bars

Snack Bars

Whole Foods Car

Meal Replacement Card

Others

Nutritional Bar Market by Flavor [Shipment Analysis by Value from 2018 to 2030]:

Chocolate

Peanut Butter

Fruits

Spices

Others

Nutritional Bar Market by Distribution Channel [Shipment Analysis by Value from 2018 to 2030]:

Store-Based

Non-Store-Based

Nutritional Bar Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

List of Nutritional Bar Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies nutritional bar companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the nutritional bar companies profiled in this report include-

Atkins Nutritionals

Clif Bar & Company

General Mills

Kellogg

Kashi Company

Quaker Oats Company

Mars

## Nutritional Bar Market Insights

Lucintel forecasts that protein bar will remain the largest segment over the forecast period.

Within this market, store-based will remain larger segment over the forecast period.

APAC is expected to witness the highest growth over the forecast period.

## Features of the Global Nutritional Bar Market

Market Size Estimates: Nutritional bar market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

**Segmentation Analysis:** Nutritional bar market size by type, flavor, distribution channel, and region in terms of value (\$B).

**Regional Analysis:** Nutritional bar market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

**Growth Opportunities:** Analysis of growth opportunities in different types, flavors, distribution channels, and regions for the nutritional bar market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape of the nutritional bar market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

## FAQ

**Q1. What is the nutritional bar market size?**

**Answer:** The global nutritional bar market is expected to reach an estimated \$8.8 billion by 2030.

**Q2. What is the growth forecast for nutritional bar market?**

**Answer:** The global nutritional bar market is expected to grow with a CAGR of 5.3% from 2024 to 2030.

**Q3. What are the major drivers influencing the growth of the nutritional bar market?**

**Answer:** The major drivers for this market are increasing desire for convenient and healthful snacks, growing need for nutrient rich convenient food, and rising popularity of plant-based and vegan diets.

**Q4. What are the major segments for nutritional bar market?**

**Answer:** The future of the nutritional bar market looks promising with opportunities in the store-based and non store-based markets.

**Q5. Who are the key nutritional bar market companies?**

Answer: Some of the key nutritional bar companies are as follows:

Atkins Nutritionals

Clif Bar & Company

General Mills

Kellogg

Kashi Company

Quaker Oats Company

Mars

Q6. Which nutritional bar market segment will be the largest in future?

Answer: Lucintel forecasts that protein bar will remain the largest segment over the forecast period.

Q7. In nutritional bar market, which region is expected to be the largest in next 5 years?

Answer: APAC is expected to witness the highest growth over the forecast period.

Q.8 Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the nutritional bar market by type (protein bars, snack bars, whole foods bar, meal replacement bar, and others), flavor (chocolate, peanut butter, fruits, spices, and others), distribution channel (store-based and non-store-based), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to Nutritional Bar Market, Nutritional Bar Market Size, Nutritional Bar Market Growth, Nutritional Bar Market Analysis, Nutritional Bar Market Report, Nutritional Bar Market Share, Nutritional Bar Market Trends, Nutritional Bar Market Forecast, Nutritional Bar Companies, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com). We will be glad to get back to you soon.

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