

China Snack Bar - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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Abstracts

The China Snack Bar Market size is estimated at 234.23 million USD in 2024, and is expected to reach 692.42 million USD by 2030, growing at a CAGR of 19.80% during the forecast period (2024-2030).

Strategic product positioning on the dedicated shelves made supermarkets/hypermarkets and convenience stores lead together, making almost 75% share in 2023

In China, the snack bar segment maintained a growth of 19.9% in 2023 compared to 2022. This was due to the consumers' growing inclination for convenience shopping facilities in the market. Supermarkets/hypermarkets are the primary sales channels for snack bars in China. These retail channels are considered an ideal option for consumers to shop, allowing them to select various types of snack bars, protein bars, cereal bars, and fruit & nut bars made by various companies according to consumer preference. The sales value of snack bars in the supermarket and hypermarket segment increased by 19.76% in 2023 from 2022.

Convenience stores are the second most preferred distribution channel after supermarkets for purchasing snack bars. The sales volume of snack bars through convenience stores is estimated to register a growth rate of 40% by volume in 2024 compared to 2022. Strategic product positioning on the dedicated shelves for the confectionery category influences impulse purchase behavior among potential consumers. Easy Joy, Meiyijia, 7-Eleven Inc., and Family Mart are some of the leading convenience stores in the country. A nationwide network of these operators allows easy access to local and mainstream confectionery brands. As of 2023, Easy Joy operated

more than 27,800 stores in China. Meanwhile, Meiyijia had over 30,000 convenience stores in China as of January 2023.

The online channel is projected to be the fastest-growing distribution channel for confectionery products, with an anticipated CAGR of 16.07% in terms of value during the forecast period (2023-2030). The evolving role of online retail channels in grocery purchases is influenced by the increasing number of Internet users. In 2022, more than 845 million people in China purchased goods or services online.

China Snack Bar Market Trends

The growing trend of convenient and on-the-go food options propels the market growth

Snack bars that are easy to eat on the go are becoming more popular, particularly among busy urban consumers in the country, and hence are increasing the frequency of consumption of different types of snack bars in China.

Packaging design is an important factor in consumer buying behavior for snack bars in China. In 2022, consumers in China and Southeast Asia preferred snack bars with eye-catching and innovative packaging designs.

Price is a significant factor in determining the consumer buying behavior for snack bars in China. The trend of premium snack bars is expected to drive market growth and consumer recognition, in turn increasing the purchase in this country.

Snack bars are also seen as healthy alternatives, with two in three consumers in the country perceiving cereal/protein/energy bars as healthy in 2022. Consumer demand for healthier snack bar options is on the rise in the country. In 2022, snack bars with natural ingredients and no added sugar were popular in China.

China Snack Bar Industry Overview

The China Snack Bar Market is fragmented, with the top five companies occupying 38.02%. The major players in this market are Beijing Happy Energy Health Technology Co. Ltd, General Mills Inc., Mars Incorporated, Otsuka Holdings Co. Ltd and PepsiCo Inc. (sorted alphabetically).

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