

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

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Abstracts

The Europe Snack Bar Market size is estimated at 3.64 billion USD in 2024, and is expected to reach 5.64 billion USD by 2030, growing at a CAGR of 7.57% during the forecast period (2024-2030).

Supermarkets/hypermarkets and convenience stores collectively hold more than 80% value share for sales of snack bars due to their strong presence across the region

Supermarkets and hypermarkets are the largest channels in the European snack bar market. The channel held the major share of 56% by value in the overall distribution channels segment for the European snack bar market. Strategic product positioning on the dedicated shelves for the snack bar category influences impulse purchase behavior among potential consumers. Carrefour, Super U, Tesco, Asda, and Lidl are some of the leading grocery store operators in the region. For instance, as of March 2023, Tesco and Asda had 3,456 stores in the United Kingdom. The major factors behind the popularity of this channel were attractive discount offers, loyalty program schemes, and cashback schemes.

Convenience stores are the second most widely preferred distribution channels after supermarkets and hypermarkets to purchase snack bars. The volume sales of snack bars through convenience stores is estimated to register a 33.22% volume share in 2024 due to their presence in the streets of urban and rural areas. Consumers consider it important for a grocery store to be located near their home or office. Thus, sales of snack bar products happen widely through the channel across the region.

The online retail channel is considered the fastest-growing segment across the country. Snack bar sales are anticipated to grow through these channels at a rate of 7.20% from 2023 to 2024 due to consumer's preference for buying on the Internet, especially the goods they are familiar with, such as confectioneries, in terms of the manufacturer's name, brand positioning, image, and packaging design.

Snack bar consumption is soaring in the UK, Germany, and France, driving market growth during the forecast period

The United Kingdom and Italy are identified as the major markets in the region, followed by Italy, Germany, and the Rest of Europe. The United Kingdom and Italy collectively accounted for 53.03% share of the overall snack bar sales value across the region in 2023. Consumer preference for healthy and convenient indulgent snacking is identified as the key market driver in the region. In 2021, 33% of French consumers consumed cereal bars at work during the day, while 26% of consumers consumed them around physical activity.

The consumption of granola/cereal/snack bars is pervasive among bar consumers. In 2022, more than half (58%) of United Kingdom consumers, 44% of Germans, and 30% of France consumers snacked between meals, including snack bars as one of the on-the-go snacks. During 2021-2022, around 96% UK population consumed granola/cereal/snack bars at least occasionally. The consumption of granola/cereal/snack bars and candy bars had increased by 25% during the same period compared to former years. The snack bar consumption in Europe is anticipated to reach a market value of 4277.67 million in 2027, with a value growth of 20% during 2024-2027.

Protein bars are the fastest-growing snack bar type in the region, with an anticipated CAGR of 7.8% during the forecast period, reaching a market value of USD 1.6 billion by 2030 in Europe. In 2023, the UK, Russia, France, and Germany remained the major protein-consuming countries with a combined value share of 86%, owing to the access to different fitness activities in gyms across the countries. In 2021, there were 535 climbing gyms across Germany. During 2021-2022, for one in three protein bar consumers in the United Kingdom "high protein" remained an important attribute among the bar consumers.

Europe Snack Bar Market Trends

The adoption of a healthy lifestyle, along with the increasing number of sports enthusiasts, resulted in higher sales across Europe

The convenience trend continued to grow in Europe, and increasingly busy lifestyles meant consumers were grabbing a few snack bars such as cereal bars, protein bars, nut bars, and others whenever and wherever they could.; In 2022, 58% of consumers in the United Kingdom claimed that they frequently consume snack bars.

Snack bars are available in different formats in the region, including protein bars, fruit and nut bars, and cereal bars. Many manufacturers in the region are launching snack bars with innovative flavors to meet consumer preferences.

Snack bar sales in Europe witnessed growth in 2022. As the demand for snack bars grows in the region, major key players are increasing their sales with their innovations; Germany is the leading country in the sales of protein bars in the region. The top brands in German protein bars include Myprotein, Multipower, Champ, PowerBar, and Power System.

Consumers in the region are increasingly turning to snack bars such as cereal bars, protein bars, and fruit and nut bars as a perceived healthier option. Many Snack bars are formulated to provide a balance of nutrients, including carbohydrates, protein, and healthy fats.

Europe Snack Bar Industry Overview

The Europe Snack Bar Market is fragmented, with the top five companies occupying 35.13%. The major players in this market are General Mills Inc., Kellogg Company, Mondelez International Inc., Nestlé SA and Post Holdings Inc. (sorted alphabetically).

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