

North America Protein Bar - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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Abstracts

The North America Protein Bar Market size is estimated at 6.47 billion USD in 2024, and is expected to reach 11.33 billion USD by 2030, growing at a CAGR of 9.79% during the forecast period (2024-2030).

Supermarkets/hypermarkets led the market due to the wide availability of different brands, expected to register a Y-o-Y growth of 7.50% over 2023-2024

Supermarkets and hypermarkets are the leading distribution channels for protein bars in the region. Sales through supermarkets and hypermarkets are anticipated to record a CAGR of 6.86% from 2023 to 2030. Consumers prefer buying protein bars, mainly from supermarkets and hypermarkets, as they get discount coupons for bulk shopping in supermarkets.

Convenience stores are the second most widely preferred distribution channel after supermarkets and hypermarkets for purchasing protein bars in the region. In 2023, the sales value of convenience stores increased by 7.32% compared to the previous year, 2022. The broader reach and easy access to private-label brands drive consumer preference for convenience stores over other retail channels.

Major brands like Clif provide various types of protein bars and are a category leader in the sales of alternative snacks through the convenience stores channel, with an ACV (all commodity volume) of 80.7% and a nearly 13% increase in sales in 2022 compared to the previous year. Also, in 2021, the QuikTrip convenience store chain added

Barebells protein bars in its more than 850 stores in 11 states across the United States.

The online channel is expected to be the fastest-growing retail channel for protein bar sales. The sales value of protein bars through this segment is anticipated to grow by 26.51% in 2025 compared to 2022. The evolving role of online channels in protein bar purchases is influenced by the increasing number of internet users. In 2022, 93.4% of the population in the region accessed the internet. Among regional countries, the highest shares of internet users were recorded in Canada (96.5%) and the United States (92%).

With two in three US consumers seeking protein bars that are more calorie-controlled and have immune-friendly ingredients, the country leads the North American market with a 95% share

The protein bar market in North America witnessed a growth of 7.9% by value in 2023 compared to 2022. The growth is mainly attributed to the rising awareness of consumers regarding better health. Since protein bars provide a significant volume of protein (10-20 grams), vitamin B, and 150-200 calories, they are highly preferred by fitness enthusiasts among the North American population.

Among North American countries, the United States is considered the largest country in terms of the consumption of protein bars, as consumers here are majorly adopting exercise, outdoor games, and other adventure sports to maintain good health. In 2023, 64.19 million people in the United States were members of a gym or health club. With the growing awareness about good health, consumers are increasingly preferring the consumption of low-fat products, oil-free products, etc. This aspect has majorly shifted consumer density toward the protein bar market in the North American region.

In 2023, the Canadian protein bar market was projected to be the fastest-growing segment, with a CAGR of 3.21%. This was due to the changing behavior of consumers toward the snack bar market. In Canada, consumers were mainly using protein bars as a ready-to-go meal. In addition, protein bar producers are offering their products in varied price ranges (low, medium, and high), which is further driving sales. The average selling price of a snack bar was USD 1.33 in 2023.

During the forecast period (2024-2030), it is assumed that this industry is expected to

grow by 6.61% due to the rising demand for better health among consumers. It is also expected that the producers of protein bars will introduce innovative flavors and unique packaging to expand their consumer base.

North America Protein Bar Market Trends

The increasing number of fitness enthusiasts remains one of the major factors for the market's growth in the United States

In North America, protein bars are highly preferred among Gen Z consumers as a replacement for oil-based snacks. In 2023, Americans consumed snack bars as a grab-and-go convenience food product. About 59% of the US population considers these to be healthy products.

In the protein bar segment, brand loyalty acquires the first position under product attributes. In North America, it was observed that 43% of consumers choose protein bars of their favorite brands. Crunch Plus, Nature Valley, One, ProBar, and MxBar are some brands that hold higher shares in the market.

In 2023, protein bars witnessed a hike in their sales. The sales growth was linked to the healthy eating habits of consumers. Economic crises such as the COVID-19 pandemic promoted the sales of snack bars by highlighting their benefits and replacing oily snacks with healthy snack bars. In 2023, snack bar products recorded a Y-o-Y growth of USD 2.34.

In the United States, the consumption of protein bars is generally viewed from a health perspective. With the availability of protein bars in different flavors, they are enjoyed as a healthy snack among different age groups. In the United States, there are a few additional factors to consider from a health perspective in the context of protein bar consumption.

North America Protein Bars Industry Overview

The North America Protein Bar Market is fragmented, with the top five companies occupying 30.30%. The major players in this market are Glanbia PLC, Mars Incorporated, Mondelez International Inc., PepsiCo Inc. and Simply Good Foods Co. (sorted alphabetically).

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