

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

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Abstracts

The North America Snack Bar Market size is estimated at 13.70 billion USD in 2024, and is expected to reach 21.86 billion USD by 2030, growing at a CAGR of 8.10% during the forecast period (2024-2030).

Supermarkets and hypermarkets hold the prominent share as major retail chains, including Walmart, Sprouts, Kroger, and Meijer, have dedicated shelves and cabinets for snack bars

The overall North American distribution channel segment experienced a growth rate of 8.01% in 2022 compared to 2021, mainly because of the rising consumption of health-oriented and healthy snacking options through retail channels without sacrificing taste and flavor. Major stores like Walmart, Sprouts, Kroger, and Meijer are creating dedicated shelves and cabinets for snack bars to simplify the shopping experience of health-conscious consumers.

Online retail stores are likely to be the fastest-growing segment by recording a CAGR of 8.10% during the forecast period. The e-commerce sector is growing faster than any other traditional retail channel. This increase is primarily due to the rising demand for functional and healthy products like snack bars, which are widely accessible at online retailers. The e-commerce approach adopted by major retailers across the region also drives the market for snack bars. Retailers such as Costco, Trader Joe's, and Walmart, among others, focus on omnichannel shopping, particularly expanding and integrating online capabilities into brick-and-mortar stores.

Supermarkets accounted for a major share by value and are likely to attain a value growth rate of 5.6% during 2026 compared to 2025. These retail channels have a strong position due to the wide selection of brands offered, considerable shelf space, and frequent price promotions. The region's extensive and well-organized retail industry gives customers the accessibility and convenience to buy various confectionary products, including snack bars. The supermarket also has the advantage of influencing consumers' purchasing decisions within the wide range of products available in the market due to the proximity factor in the area.

The United States dominates the market, with over 80% of consumers regularly consuming nutrition, protein, and all-purpose snack bars

The sales value of snack bars in the North American region increased by 7.19% in 2023 compared to the previous year. The growth is attributed to rising consumer preference toward ready-to-eat (RTE), meal replacement, and packed food items as a part of their busy and hectic lifestyles.

The United States accounts for most of the region's overall snack bar consumption. The sales value of snack bars in the United States is anticipated to grow 21% in 2025 compared to 2022. The demand for snack bars is growing considerably due to their health benefits and the availability of a wide range of flavors within various snack bar categories. With the growing vegan trend and the use of organic ingredients in snack bars, there is a shift in consumer behavior, resulting in higher adoption of products made from plant sources compared to animal sources.

As of 2022, in the United States, more than half (51%) of the consumers consumed regular, all-purpose snack bars and preferred other types of bar products as well. Around 36% of the consumers in the country consumed snack or nutrition protein bars, 35% of the adults consumed fiber bars, and 22% consumed nutrition bars.

Canada is the second largest-growing market in North America. The sales value of snack bars in Canada grew 6.6% from 2022 to 2023. The growth is aided by the growing demand for clean-label products and the rising awareness of healthy food. Canadians increasingly consume snack bars containing nutrient-rich, gluten-free, sugar-free, and many other types of snack bars.

North America Snack Bar Market Trends

Rising health consciousness among consumers, along with the availability of various branded snack bars across the region, resulted in higher sales

In North America, snack bars are highly preferred by working professionals as a replacement for oil-based snacks. In 2023, Americans consumed snack bars as a grab-and-go convenience product, and 75% of US consumers devoured snack bars on a regular basis.

In the snack bars segment, brand loyalty acquires the first position under product attributes. In North America, it was observed that 43% of consumers are choosing snack bars of their preferred brands. Crunch Plus, Nature Valley, One, ProBar, and MxBar are some brands holding higher market shares.

In 2023, snack bars witnessed a hike in their sales. The sales growth was linked to the healthy eating habits of consumers. The sales of snack bars were promoted 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 compared to 2022.

In North America, the consumption of snack bars is generally viewed from a health perspective. With the availability of snack bars in different flavors, they are enjoyed as healthy treats by the young generation. In the United States, there are a few additional factors to consider from a health perspective in the context of snack bar consumption, including ingredient significance.

North America Snack Bar Industry Overview

The North America Snack Bar Market is fragmented, with the top five companies occupying 38.84%. The major players in this market are General Mills Inc., Kellogg Company, Mars Incorporated, Mondelez International Inc. and PepsiCo Inc. (sorted alphabetically).

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