

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

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## Abstracts

The US Snack Bar Market size is estimated at 11.48 billion USD in 2024, and is expected to reach 18.61 billion USD by 2030, growing at a CAGR of 8.39% during the forecast period (2024-2030).

Snack bar distribution in United States is largely dominated by the supermarket/hypermarkets and convenience stores segments, holding a share of 70% value share in 2023

The overall US 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 aisles for keto-friendly, low-sugar products, simplifying health-conscious consumers' shopping experience.

Online retail stores are likely to be the fastest-growing segment by recording a growth rate of 4.65% in 2029 relative to 2028. The e-commerce sector is growing faster than any other traditional retail channel. This increase is mostly due to the rising demand for functional and healthy products like snack bars, which are widely accessible at online retailers. Major retailers are adopting the online medium, driving the market for snack bars. Retailers such as Costco, Trader Joe's, and Walmart 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 2027. These retail channels have a strong position due to the wide selection of brands offered, considerable shelf space, and frequent price promotions. The country's extensive and well-organized retail industry gives customers the accessibility and convenience to buy various confectionary products, including snack bars. Supermarkets/hypermarkets also have the added advantage of influencing consumers' purchasing decisions within the wide range of products available in the market due to the proximity factor.

## US Snack Bar Market Trends

Growing consumer preferences toward on-the-go healthy alternatives resulted in higher sales

As of 2023, more than 90% of consumers in the United States consumed snacks. Among snack bars, cereal bars are the favorite snack bar category among most consumers, constituting more than 50% of the snack bar category in 2023. Working consumers with busy schedules and fitness enthusiasts are the notable demographic for the snack bar market in the United States.

Convenience/portability and nutrition (notably protein content) are important universal purchase criteria for snack bars. Also, more customers are looking for bar options with smaller portion sizes, such as minis and bites. This offers a calorie-controlled, healthier option for satisfying, sweet snacking.

In North America, in 2023, the retail price of a snack bar was USD 5.54. However, the inflation in the prices of ingredients impacted the price of the snack bar. For instance, the retail prices of ingredients like sugar, oats, and cereal ranged from USD 3 to USD 5 per kilogram in 2023.

In 2022, the top motivations to choose snack bars were that they were healthy (59%), convenient (51%), and that consumers needed protein (49%). Health-conscious consumers enjoy cereal bars and other snack bars with healthy ingredients to get an energy boost in the gym or to have a quick but healthy treat during the day.

## US Snack Bar Industry Overview

The US Snack Bar Market is moderately consolidated, with the top five companies occupying 40.76%. 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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