

United States Cereal Bar Market Report 2016

<https://marketpublishers.com/r/U7822B3B4E3EN.html>

Date: November 2016

Pages: 108

Price: US\$ 3,800.00 (Single User License)

ID: U7822B3B4E3EN

Abstracts

Notes:

Sales, means the sales volume of Cereal Bar

Revenue, means the sales value of Cereal Bar

This report studies sales (consumption) of Cereal Bar in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

Kelloggs

Weetabix Food Company

GENERAL MILLS

Brueggen

Hain Celestial Group

Kashi Company

Otsuka

Weiwei Group

Quaker

KIND

Bobo's Oat Bars

Clif Bar

Pure Bar

Jinsihou

Dove Farm

Jordan & Ryvita Company

El Almendro

Bimbo Bakeries

Odwalla

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

Type I

Type II

Type III

Split by applications, this report focuses on sales, market share and growth rate of Cereal Bar in each application, can be divided into

Application 1

Application 2

Application 3

Contents

United States Cereal Bar Market Report 2016

1 CEREAL BAR OVERVIEW

- 1.1 Product Overview and Scope of Cereal Bar
- 1.2 Classification of Cereal Bar
 - 1.2.1 Type I
 - 1.2.2 Type II
 - 1.2.3 Type III
- 1.3 Application of Cereal Bar
 - 1.3.1 Application
 - 1.3.2 Application
 - 1.3.3 Application
- 1.4 United States Market Size Sales (Value) and Revenue (Volume) of Cereal Bar (2011-2021)
 - 1.4.1 United States Cereal Bar Sales and Growth Rate (2011-2021)
 - 1.4.2 United States Cereal Bar Revenue and Growth Rate (2011-2021)

2 UNITED STATES CEREAL BAR COMPETITION BY MANUFACTURERS

- 2.1 United States Cereal Bar Sales and Market Share of Key Manufacturers (2015 and 2016)
- 2.2 United States Cereal Bar Revenue and Share by Manufactures (2015 and 2016)
- 2.3 United States Cereal Bar Average Price by Manufactures (2015 and 2016)
- 2.4 Cereal Bar Market Competitive Situation and Trends
 - 2.4.1 Cereal Bar Market Concentration Rate
 - 2.4.2 Cereal Bar Market Share of Top 3 and Top 5 Manufacturers
 - 2.4.3 Mergers & Acquisitions, Expansion

3 UNITED STATES CEREAL BAR SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2011-2016)

- 3.1 United States Cereal Bar Sales and Market Share by Type (2011-2016)
- 3.2 United States Cereal Bar Revenue and Market Share by Type (2011-2016)
- 3.3 United States Cereal Bar Price by Type (2011-2016)
- 3.4 United States Cereal Bar Sales Growth Rate by Type (2011-2016)

4 UNITED STATES CEREAL BAR SALES (VOLUME) BY APPLICATION (2011-2016)

- 4.1 United States Cereal Bar Sales and Market Share by Application (2011-2016)
- 4.2 United States Cereal Bar Sales Growth Rate by Application (2011-2016)
- 4.3 Market Drivers and Opportunities

5 UNITED STATES CEREAL BAR MANUFACTURERS PROFILES/ANALYSIS

5.1 Kelloggs

- 5.1.1 Company Basic Information, Manufacturing Base and Competitors
- 5.1.2 Cereal Bar Product Type, Application and Specification
 - 5.1.2.1 Type I
 - 5.1.2.2 Type II
- 5.1.3 Kelloggs Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.1.4 Main Business/Business Overview

5.2 Weetabix Food Company

- 5.2.2 Cereal Bar Product Type, Application and Specification
 - 5.2.2.1 Type I
 - 5.2.2.2 Type II
- 5.2.3 Weetabix Food Company Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.2.4 Main Business/Business Overview

5.3 GENERAL MILLS

- 5.3.2 Cereal Bar Product Type, Application and Specification
 - 5.3.2.1 Type I
 - 5.3.2.2 Type II
- 5.3.3 GENERAL MILLS Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.3.4 Main Business/Business Overview

5.4 Brueggen

- 5.4.2 Cereal Bar Product Type, Application and Specification
 - 5.4.2.1 Type I
 - 5.4.2.2 Type II
- 5.4.3 Brueggen Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.4.4 Main Business/Business Overview

5.5 Hain Celestial Group

- 5.5.2 Cereal Bar Product Type, Application and Specification
 - 5.5.2.1 Type I
 - 5.5.2.2 Type II

5.5.3 Hain Celestial Group Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

5.5.4 Main Business/Business Overview

5.6 Kashi Company

5.6.2 Cereal Bar Product Type, Application and Specification

5.6.2.1 Type I

5.6.2.2 Type II

5.6.3 Kashi Company Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

5.6.4 Main Business/Business Overview

5.7 Otsuka

5.7.2 Cereal Bar Product Type, Application and Specification

5.7.2.1 Type I

5.7.2.2 Type II

5.7.3 Otsuka Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

5.7.4 Main Business/Business Overview

5.8 Weiwei Group

5.8.2 Cereal Bar Product Type, Application and Specification

5.8.2.1 Type I

5.8.2.2 Type II

5.8.3 Weiwei Group Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

5.8.4 Main Business/Business Overview

5.9 Quaker

5.9.2 Cereal Bar Product Type, Application and Specification

5.9.2.1 Type I

5.9.2.2 Type II

5.9.3 Quaker Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

5.9.4 Main Business/Business Overview

5.10 KIND

5.10.2 Cereal Bar Product Type, Application and Specification

5.10.2.1 Type I

5.10.2.2 Type II

5.10.3 KIND Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

5.10.4 Main Business/Business Overview

5.11 Bobo's Oat Bars

5.12 Clif Bar

5.13 Pure Bar

5.14 Jinsihou

5.15 Dove Farm

- 5.16 Jordan & Ryvita Company
- 5.17 El Almendro
- 5.18 Bimbo Bakeries
- 5.19 Odwalla

6 CEREAL BAR MANUFACTURING COST ANALYSIS

- 6.1 Cereal Bar Key Raw Materials Analysis
 - 6.1.1 Key Raw Materials
 - 6.1.2 Price Trend of Key Raw Materials
 - 6.1.3 Key Suppliers of Raw Materials
 - 6.1.4 Market Concentration Rate of Raw Materials
- 6.2 Proportion of Manufacturing Cost Structure
 - 6.2.1 Raw Materials
 - 6.2.2 Labor Cost
 - 6.2.3 Manufacturing Expenses
- 6.3 Manufacturing Process Analysis of Cereal Bar

7 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 7.1 Cereal Bar Industrial Chain Analysis
- 7.2 Upstream Raw Materials Sourcing
- 7.3 Raw Materials Sources of Cereal Bar Major Manufacturers in 2015
- 7.4 Downstream Buyers

8 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 8.1 Marketing Channel
 - 8.1.1 Direct Marketing
 - 8.1.2 Indirect Marketing
 - 8.1.3 Marketing Channel Development Trend
- 8.2 Market Positioning
 - 8.2.1 Pricing Strategy
 - 8.2.2 Brand Strategy
 - 8.2.3 Target Client
- 8.3 Distributors/Traders List

9 MARKET EFFECT FACTORS ANALYSIS

9.1 Technology Progress/Risk

9.1.1 Substitutes Threat

9.1.2 Technology Progress in Related Industry

9.2 Consumer Needs/Customer Preference Change

9.3 Economic/Political Environmental Change

10 UNITED STATES CEREAL BAR MARKET FORECAST (2016-2021)

10.1 United States Cereal Bar Sales, Revenue Forecast (2016-2021)

10.2 United States Cereal Bar Sales Forecast by Type (2016-2021)

10.3 United States Cereal Bar Sales Forecast by Application (2016-2021)

10.4 Cereal Bar Price Forecast (2016-2021)

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

Author List

Disclosure Section

Research Methodology

Data Source

Disclaimer

List Of Tables

LIST OF TABLES AND FIGURES

Figure Picture of Cereal Bar

Table Classification of Cereal Bar

Figure United States Sales Market Share of Cereal Bar by Type in 2015

Table Application of Cereal Bar

Figure United States Sales Market Share of Cereal Bar by Application in 2015

Figure United States Cereal Bar Sales and Growth Rate (2011-2021)

Figure United States Cereal Bar Revenue and Growth Rate (2011-2021)

Table United States Cereal Bar Sales of Key Manufacturers (2015 and 2016)

Table United States Cereal Bar Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Cereal Bar Sales Share by Manufacturers

Figure 2016 Cereal Bar Sales Share by Manufacturers

Table United States Cereal Bar Revenue by Manufacturers (2015 and 2016)

Table United States Cereal Bar Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States Cereal Bar Revenue Share by Manufacturers

Table 2016 United States Cereal Bar Revenue Share by Manufacturers

Table United States Market Cereal Bar Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market Cereal Bar Average Price of Key Manufacturers in 2015

Figure Cereal Bar Market Share of Top 3 Manufacturers

Figure Cereal Bar Market Share of Top 5 Manufacturers

Table United States Cereal Bar Sales by Type (2011-2016)

Table United States Cereal Bar Sales Share by Type (2011-2016)

Figure United States Cereal Bar Sales Market Share by Type in 2015

Table United States Cereal Bar Revenue and Market Share by Type (2011-2016)

Table United States Cereal Bar Revenue Share by Type (2011-2016)

Figure Revenue Market Share of Cereal Bar by Type (2011-2016)

Table United States Cereal Bar Price by Type (2011-2016)

Figure United States Cereal Bar Sales Growth Rate by Type (2011-2016)

Table United States Cereal Bar Sales by Application (2011-2016)

Table United States Cereal Bar Sales Market Share by Application (2011-2016)

Figure United States Cereal Bar Sales Market Share by Application in 2015

Table United States Cereal Bar Sales Growth Rate by Application (2011-2016)

Figure United States Cereal Bar Sales Growth Rate by Application (2011-2016)

Table Kelloggs Basic Information List

Table Kelloggs Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

Figure Kelloggs Cereal Bar Sales Market Share (2011-2016)
Table Weetabix Food Company Basic Information List
Table Weetabix Food Company Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
Table Weetabix Food Company Cereal Bar Sales Market Share (2011-2016)
Table GENERAL MILLS Basic Information List
Table GENERAL MILLS Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
Table GENERAL MILLS Cereal Bar Sales Market Share (2011-2016)
Table Brueggen Basic Information List
Table Brueggen Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
Table Brueggen Cereal Bar Sales Market Share (2011-2016)
Table Hain Celestial Group Basic Information List
Table Hain Celestial Group Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
Table Hain Celestial Group Cereal Bar Sales Market Share (2011-2016)
Table Kashi Company Basic Information List
Table Kashi Company Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
Table Kashi Company Cereal Bar Sales Market Share (2011-2016)
Table Otsuka Basic Information List
Table Otsuka Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
Table Otsuka Cereal Bar Sales Market Share (2011-2016)
Table Weiwei Group Basic Information List
Table Weiwei Group Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
Table Weiwei Group Cereal Bar Sales Market Share (2011-2016)
Table Quaker Basic Information List
Table Quaker Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
Table Quaker Cereal Bar Sales Market Share (2011-2016)
Table KIND Basic Information List
Table KIND Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
Table KIND Cereal Bar Sales Market Share (2011-2016)
Table Bobo's Oat Bars Basic Information List
Table Bobo's Oat Bars Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
Table Bobo's Oat Bars Cereal Bar Sales Market Share (2011-2016)
Table Clif Bar Basic Information List
Table Clif Bar Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)
Table Clif Bar Cereal Bar Sales Market Share (2011-2016)

Table Pure Bar Basic Information List

Table Pure Bar Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

Table Pure Bar Cereal Bar Sales Market Share (2011-2016)

Table Jinsihou Basic Information List

Table Jinsihou Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

Table Jinsihou Cereal Bar Sales Market Share (2011-2016)

Table Dove Farm Basic Information List

Table Dove Farm Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

Table Dove Farm Cereal Bar Sales Market Share (2011-2016)

Table Jordan & Ryvita Company Basic Information List

Table Jordan & Ryvita Company Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

Table Jordan & Ryvita Company Cereal Bar Sales Market Share (2011-2016)

Table El Almendro Basic Information List

Table El Almendro Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

Table El Almendro Cereal Bar Sales Market Share (2011-2016)

Table Bimbo Bakeries Basic Information List

Table Bimbo Bakeries Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

Table Bimbo Bakeries Cereal Bar Sales Market Share (2011-2016)

Table Odwalla Basic Information List

Table Odwalla Cereal Bar Sales, Revenue, Price and Gross Margin (2011-2016)

Table Odwalla Cereal Bar Sales Market Share (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Cereal Bar

Figure Manufacturing Process Analysis of Cereal Bar

Figure Cereal Bar Industrial Chain Analysis

Table Raw Materials Sources of Cereal Bar Major Manufacturers in 2015

Table Major Buyers of Cereal Bar

Table Distributors/Traders List

Figure United States Cereal Bar Production and Growth Rate Forecast (2016-2021)

Figure United States Cereal Bar Revenue and Growth Rate Forecast (2016-2021)

Table United States Cereal Bar Production Forecast by Type (2016-2021)

Table United States Cereal Bar Consumption Forecast by Application (2016-2021)

I would like to order

Product name: United States Cereal Bar Market Report 2016

Product link: <https://marketpublishers.com/r/U7822B3B4E3EN.html>

Price: US\$ 3,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U7822B3B4E3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970