

Europe Protein Bar Market, By Product Type (Sports Nutritional Bar, Meal Replacement Bar, Others), By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

The Europe Protein Bar Market was valued at USD 4.65 billion in 2024 and is projected to reach USD 6.53 billion by 2030, growing at a CAGR of 5.88% during the forecast period.

The market is witnessing significant growth, driven by rising health consciousness, increasingly busy lifestyles, and demand for convenient, nutritious snack options. Consumers are seeking high-protein, low-sugar, and plant-based alternatives, prompting brands to innovate across diverse flavors and clean-label formulations.

Sports nutritional bars currently dominate the market, while meal replacement bars represent the fastest-growing segment. Supermarkets and hypermarkets continue to lead distribution, although online sales are expanding rapidly. Germany is expected to post the highest growth rate, while the United Kingdom remains a key market, fueled by strong demand for clean-label, gluten-free, and vegan protein bars. Major players active in the market include Kellogg's and PepsiCo.

Key Market Drivers

Rising Health and Wellness Awareness

The increasing focus on health and wellness is a major driver propelling the growth of the European protein bar market. Over the past decade, consumer behavior has shifted

significantly toward healthier lifestyles, characterized by heightened interest in fitness, muscle building, weight management, and overall well-being.

Protein bars, offering a rich source of nutrients and sustained energy, are becoming increasingly popular among athletes, fitness enthusiasts, and health-conscious consumers.

The COVID-19 pandemic accelerated this trend, intensifying demand for functional foods offering benefits such as immunity support, muscle recovery, and low sugar content.

Consumers are now more educated about macronutrients and actively seek products that align with their dietary goals. In response, manufacturers are innovating by introducing protein bars featuring clean-label ingredients, added superfoods, and “better-for-you” profiles, appealing to a broad demographic across Europe.

Key Market Challenges

Market Saturation and Intense Competition

Market saturation and growing competition present significant challenges for the European protein bar industry.

As demand for protein-enriched products continues to rise, a wide range of domestic and international companies are entering the market with similar offerings. This intense competition has led to overcrowded retail shelves and increased difficulty for brands—particularly new entrants and niche players—to differentiate themselves.

Large multinational companies such as Nestlé, Mars, and Kellogg’s dominate significant market share owing to their strong brand recognition and extensive distribution networks.

Meanwhile, smaller brands must compete aggressively through pricing strategies, promotional campaigns, and frequent new product launches—measures that can strain profit margins and shorten product life cycles. In this competitive environment, continuous innovation and distinctive branding have become critical to maintaining relevance and profitability.

Key Market Trends

Growth of Plant-Based and Vegan Protein Bars

The increasing popularity of plant-based and vegan diets is a key trend reshaping the European protein bar market.

Driven by heightened awareness of health, environmental sustainability, and animal welfare, a growing number of consumers are turning to plant-based protein options.

Protein bars featuring alternative protein sources such as pea protein, rice protein, hemp, and soy are gaining strong traction.

This trend extends beyond vegetarians and vegans to flexitarians—consumers who seek to reduce meat consumption without fully eliminating it.

As demand rises, brands are responding with clean-label, vegan-friendly products that are gluten-free, dairy-free, and non-GMO.

Countries like Germany, the UK, and the Netherlands are at the forefront of this movement, contributing to the mainstream acceptance of plant-based protein bars across Europe.

Key Market Players

The Kellogg Company

PepsiCo Inc.

The Simply Good Foods Company

Mondelēz International, Inc.

Mars, Incorporated

Optimum Nutrition Inc.

Barebells Functional Foods AB

General Mills Inc.

Nestlé S.A.

Class Delta Limited (Protein Works)

Report Scope:

In this report, the Europe Protein Bar Market has been segmented into the following categories, along with detailed analysis of market trends:

Europe Protein Bar Market, By Product Type:

Sports Nutritional Bar

Meal Replacement Bar

Others

Europe Protein Bar Market, By Sales Channel:

Supermarkets/Hypermarkets

Departmental Stores

Online

Others

Europe Protein Bar Market, By Country:

Germany

United Kingdom

France

Italy

Netherlands

Spain

Russia

Rest of Europe

Competitive Landscape

Company Profiles: Detailed analysis of major companies operating in the Europe Protein Bar Market.

Available Customizations:

Based on the provided market data, TechSci Research offers customized reporting solutions according to specific client requirements, including:

Detailed analysis and profiling of additional market players (up to five).

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