

India Nutritional Bars Market By Type (Snack Bar, Protein Bar, Meal Replacement Bar & Others), By Distribution Channel (Supermarket/Hypermarket, Pharmacies, Convenience Stores, Independent Small Grocers/Departmental Stores & Online), Competition, Forecast & Opportunities, 2024

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India nutritional bars market stood at \$ 9.4 million in 2018 and is projected to grow at a CAGR of over 30%, to reach \$ 46.2 million by 2024. Growth in the market can be attributed to increasing incidences of lifestyle diseases such as diabetes, obesity, blood pressure, asthma, and other heart diseases and rising consciousness among consumers towards healthy eating habits. Moreover, other factors such as rising disposable income coupled with growing number of domestic and international market players are further anticipated to fuel growth in India nutritional bars market during forecast period.

Years considered for this report:

- Historical Years: 2014-2017
- Base Year: 2018
- Estimated Year: 2019
- Forecast Period: 2020–2024

Objective of the Study:

- To analyze and forecast the market size of India nutritional bars.
- To define, classify and forecast the India nutritional bars market on the basis of type, distribution channel, region, and company.
- To analyze and forecast the market share for nutritional bars with respect to type: Protein Bars, Snack Bars, Meal Replacement Bars, etc.
- To scrutinize the detailed market segmentation and forecast the market size on the basis of region by segmenting India nutritional bars market into four regions, namely – North, East, West and South.
- To identify tailwinds and headwinds for India nutritional bars market.
- To examine supply chain along with margins in nutritional bars market.
- To strategically profile the leading players in the market, which are involved in the supply of nutritional bars, in India.

India nutritional bars market is controlled by these major players, namely– General Mills India Private Limited, Naturell (India) Pvt. Ltd., Sun Hygiene Foods Pvt. Ltd, Sprout Life Foods Private Ltd, among others.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of nutritional bars manufacturers and suppliers in India. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing,

the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the product offerings, distribution channels, and regional presence of all major nutritional bar suppliers across the country.

TechSci Research calculated the market size for India nutritional bars market using a bottom-up approach, wherein manufacturers value shares data for type (Protein bars, Snack Bars, Meal Replacement Bars and Other nutritional bars) were recorded and forecast for the future years was made. TechSci Research sourced these values from industry experts and company representatives and externally validated through analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources such as secondary source directories, databases such as, Ministry of Statistics & Programme Implementation, APEDA, Company Annual Reports, World Bank, Industry Magazines, Government databases, News Dailies, Credible Paid Databases, Proprietary Database, White Papers and Investor Presentations were also studied by TechSci Research.

Key Target Audience:

- Nutritional bars manufacturers
- Nutritional bars suppliers
- Research organizations and consulting companies
- Organizations, forums and alliances related to nutritional bars.
- Government bodies such as regulating authorities and policy makers
- Industry associations

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as nutritional bars manufacturers, distributors and dealers, customers and policy makers. The report also provides insights about which market segments should be targeted over the coming years to strategize investments and capitalize on growth of the market segment.

Report Scope:

In this report, India nutritional bars market has been segmented into the following categories in addition to the industry trends which have also been detailed below:

- Market, by Type:
 - Protein Bars
 - Snack Bars
 - Meal Replacement Bars
 - Others
- Market, By Distribution Channel:
 - Supermarket/Hypermarkets
 - Pharmacies
 - Independent Small Grocers/Departmental Stores
 - Convenience Stores
 - Others
- Market, by Geography:
 - North Region
 - West Region
 - South Region
 - East Region

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India nutritional bars market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Channel Partner Analysis

- Detailed list of distributors and dealers across all major Cities.

Company Information

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

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