

Europe Nutritional Bars Market Forecast to 2028 - COVID-19 Impact and Regional Analysis by Type (Protein Bars, High-Fiber Bars, and Others), Category (Conventional, Gluten-Free), Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The Europe nutritional bars market is expected to grow from US\$ 1,903.50 million in 2022 to US\$ 2,605.81 billion by 2028. It is estimated to grow at a CAGR of 5.4% from 2022 to 2028.

Growing Preference for Healthy Snacking Among Millennials Drives Europe Nutritional Bars Market

The millennial generation values health and focuses on managing their body weight to live a healthy lifestyle. They believe in eating right, exercising, and taking a proper diet. Additionally, social media intensifies their desire to appear healthy and vibrant. The growing number of fitness centers, health clubs, and gymnasiums is triggering the demand for healthy snacking products among millennials. Healthy snacking helps fulfill the body's need for proper nutrition. Nutritional bars are considered a suitable healthy snacking option as they contain proteins, omega-3 fatty acids, and fibers in high quantities. They are considered a healthier alternative to other bars due to their low sugar and additive content. These properties of nutritional bars assist in muscle repair by improving protein levels in the body, enhancing overall body performance, boosting metabolism, and lowering glucose and saturated fat levels before and after a workout. These products come in convenient packaging. In addition to proteins, these bars include daily essentials such as vitamins and immunity boosters that help fulfill the

body's nutrient requirement, and aid muscle development and recovery. Nutritional bars support an active lifestyle and aid the diet regime. Millennials are generally aware of the nutrition need of their bodies, and nutritional bars provide a healthy option to fulfill those needs in their busy schedules. With hectic work schedules and changing lifestyles, the dependence of millennials on healthy snacking has increased.

Europe Nutritional Bars Market Overview

The Europe nutritional bars market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The market growth is attributed to the rising demand for healthy convenience foods and nutritional bars from consumers owing to increasing health consciousness and fitness activities. Consumers prefer buying nutritional bars for several purposes, such as weight management, improving muscle mass, and increasing energy. Due to the growing consumer interest in high-protein food products and other sports nutrition goods, manufacturers are looking to expand their product offerings by adopting various strategies, such as partnerships. For instance, in 2019, Grenade, a global sports and nutrition brand, formed a partnership with Costa Coffee to launch protein bars in Costa stores in the UK, which are available in two flavors, i.e., peanut butter and birthday cake. Further, there is a growing demand for nutritional bars with less or no sugar, no added flavors, vegan varieties, and gluten-free and which help consumers meet their growing obesity concerns. Such strategic development initiatives and new products by manufacturers are further expected to fuel the Europe nutritional bars market growth.

Europe Nutritional Bars Market Revenue and Forecast to 2028 (US\$ Million)

Europe Nutritional Bars Market Segmentation

The Europe nutritional bars market is segmented into type, category, distribution channel, and country.

Based on type, the Europe nutritional bars market is segmented into protein bars, high-fiber bars, and others. In 2022, the protein bars segment registered a largest share in the Europe nutritional bars market.

Based on category, the Europe nutritional bars market is bifurcated into conventional and gluten-free. In 2022, the conventional segment registered a larger share in the Europe nutritional bars market.

Based on distribution channel, the Europe nutritional bars market is segmented into supermarkets & hypermarkets, convenience stores, online retail, and others. In 2022, the supermarkets & hypermarkets segment registered a largest share in the Europe nutritional bars market.

Based on country, the Europe nutritional bars market is segmented into Germany, the U.K, France, Italy, Russia, and the Rest of Europe. In 2022, the Rest of Europe segment registered a largest share in the Europe nutritional bars market.

Clif Bar & Co; General Mills Inc; Mars Inc; The Kellogg Co; The Quaker Oats Co; and The Simply Good Foods Co are the leading companies operating in the Europe nutritional bars market.

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