

Middle East & Africa 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)

<https://marketpublishers.com/r/MEA4D54406CBEN.html>

Date: February 2023

Pages: 100

Price: US\$ 3,000.00 (Single User License)

ID: MEA4D54406CBEN

Abstracts

The Middle East & Africa nutritional bars market is expected to grow from US\$ 537.38 million in 2022 to US\$ 767.15 million by 2028. It is estimated to grow at a CAGR of 6.1% from 2022 to 2028.

Inclusion of Functional Claims on Labels is likely to provide significant growth opportunities to the manufacturers of the Middle East & Africa nutritional bars market in the coming years

The establishment of functional claims is a regulatory process in which a health concept associated with a food product is converted into a functional claim. Each person has a different body type, and each body has specific requirements. Consumers choose products that fulfill their specific needs. Therefore, nutritional bars with functional claims are gaining traction. Nutritional bars manufacturers are increasingly launching products with functional claims and are communicating the health benefits associated with the consumption of the bars. This allows them to expand their customer base and increase their profits. The successful communication of functional claims is the main concern for manufacturers. Recent reports from scientific literature confirm that consumers are genuinely interested in health-related claims, but interest seems to vary depending on the type of food products. Too much information and difficulty interpreting different health claims have been noted as factors that can negatively influence consumers while

purchasing nutritional bars. Therefore, maintaining the simplicity of language while explaining functional claims may help improve the reach of products. Thus, displaying health claims in short on the front label of functional foods can be more effective in generating a positive brand image among consumers. Many nutritional bars contain one-word functional claims such as “weight loss,” “immunity booster,” and “stress relief.” For instance, JiMMY! Protein Bar – Citrus Blast claims to act as an immunity booster by providing 300% of daily Vitamin C. Trending examples of functional claims include allergen-free (e.g., gluten-free, soy-free, or nut-free) and sugar reduction claims (e.g., less sugar, no sugar, or no added sugars). Therefore, including functional claims on labels is likely to provide significant growth opportunities to the manufacturers of nutritional bars in the coming years.

Middle East & Africa Nutritional Bars Market Overview

The Middle East & Africa nutritional bars market in the Middle East & Africa is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. The consumption of nutritional bars is widely increasing across the region owing to the growing participation in physical activities. The number of gym memberships is also increasing in Middle Eastern countries, indicating that people are becoming more interested in staying fit. Moreover, fitness clubs are recommending protein bars as a substitute for regular meals and significantly increasing the sales of these nutritional bars in the region. With an increasing number of health clubs and surging awareness about protein bars, the market is expected to witness a rise in demand for nutritional bars during the forecast period. Protein bars and energy bars are becoming increasingly popular among athletes and people who participate in physical activities as they help in muscle building. With the growing popularity of fitness programs due to increased focus on a healthy lifestyle, the consumption of nutritional bars is expected to grow significantly. Additionally, the millennial generation is contributing to the Middle East & Africa nutritional bars market due to their inclination toward fitness, high buying capacity, and willingness to pay for healthy products. Several key players operating in the Middle East & Africa nutritional bars market are developing new products that will further boost the Middle East & Africa nutritional bars market growth.

Middle East & Africa Nutritional Bars Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Nutritional Bars Market Segmentation

The Middle East & Africa nutritional bars market is segmented into type, category,

distribution channel, and country.

Based on type, the Middle East & Africa 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 Middle East & Africa nutritional bars market.

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

Based on distribution channel, the Middle East & Africa 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 Middle East & Africa nutritional bars market.

Based on country, the Middle East & Africa nutritional bars market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. In 2022, the Rest of the Middle East & Africa segment registered a largest share in the Middle East & Africa 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 Middle East & Africa nutritional bars market.

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