

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

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Abstracts

The North America nutritional bars market is expected to grow from US\$ 2,200.46 million in 2022 to US\$ 2,881.06 million by 2028. It is estimated to grow at a CAGR of 4.6% from 2022 to 2028.

Product Developments and Launches by Nutritional Bars Manufacturers Drive North America Nutritional Bars Market

Over the past few years, people have become more concerned about what they eat and the nutritional profile of the products they eat. Nutritional bars manufacturers are engaging in various strategic development initiatives to sustain in the market by offering innovative products to customers. For example, in 2022, LUNA, the women-centric brand by Clif Bar & Company, launched a new line of bars containing 2.5 grams of prebiotics. These are the first bars with prebiotics. Studies show that 5 grams or more of fiber-containing prebiotics can propel the development of beneficial bacteria in the gut, supporting digestive health.

In 2017, Kellogg Company acquired RXBar, a company producing clean-label protein bars made with whole food ingredients. Adding a pioneering, clean-label, high-protein snacking product to Kellogg's portfolio bolstered the company's already strong wholesome snacks offering. With a base of egg whites, fruit and nuts, each RXBar

provides 12 grams of protein. They are available in 11 different flavors, with additional seasonal and limited-time varieties, which are distributed in the US. The company also recently launched RXBar Kids in kid-friendly flavors and portions, which contain the same core ingredients as RXBars. In 2020, Atkins Nutritionals, Inc. introduced Atkins Indulge Dessert Bars. These bars offer a unique texture, with a rich, creamy burst of flavors on the outside and a subtle crispiness on the inside. These keto-friendly, high-fiber treats contain 130 calories, 3 grams of carbohydrates, and 1 gram of sugar per serving. In 2022, Simply Good Foods Co., a company developing and marketing nutritional foods and snacks, expanded its Atkins and Quest brands with several new product launches. Under the Atkins brand, Simply Good Foods has introduced new Keto Peanut Butter Cups, Caramel Almond Clusters, Chocolate Crème Wafer Crisps, and Vanilla Caramel Pretzel Bar. Under the Quest brand, the company has introduced Quest Dipped Chocolate Chip Cookie Dough Protein Bars. The bars are coated with chocolate and drizzled with white chocolate. They are free of gluten and contain 3 grams of net carbohydrates, 17 grams of protein, and 1 gram of sugar per serving. They are available in three sizes: 4-count multi-packs, 1-count bars, and 12-count cartons. In 2022, Nature Valley launched Protein Crunch bars with a creamy and crunchy texture. The product contains 10 grams of protein with ingredients such as creamy peanut butter and crunchy nuts in a whole-grain oat bar. This new addition to the Nature Valley Protein lineup is ideal for between-meal cravings. In 2022, Kellogg's Special K introduced new Protein Snack Bars, with 6 grams of protein and 90 calories per bar. These are available in two flavors: sweet berry vanilla and rich chocolatey brownie sundae. These new Special K Protein Snack Bars can be carried as an easy, on-the-go protein snack. Such product launches attract consumers to choose from a wide range of nutritional bars, which is eventually bolstering the growth of the North America nutritional bars market .

North America Nutritional Bars Market Overview

The North America nutritional bars market growth is attributed to the rising preference for on-the-go snacking, meal replacement, functional food, and indulgence. Consumers looked for healthier alternatives with high nutritional value in food and beverages to boost immunity during the COVID-19 pandemic. The rising demand for nutritional bars, including protein bars, high-fiber bars, and meal replacement bars, from young adults and athletes, is also driving the market growth in this region. These nutritional bars enhance the performance and stamina of athletes and fitness lifestyle users. Further, the growing number of health and fitness-conscious individuals has increased the demand for functional products such as nutritional bars. According to the US Bureau of Labor Statistics, average daily participation rates in sports and exercise grew by 3.6%

between 2003 and 2015. An increasing number of sports participants in the US is likely to boost the demand for energy bars in North America during the forecast period. Also, the popularity of sugar-free, gluten-free, and low-carb nutritional bars is growing across the region.

Moreover, the rising vegan population and veganism are boosting the demand for plant-based nutritional bars. Thus, leading manufacturers are launching plant-based nutritional bars to cater to consumers' demands. For instance, in June 2020, RXBAR, a Kellogg subsidiary, launched its first plant-based nutritional bar. This bar contains 10g of plant protein obtained from peas and almonds. Such product innovations by manufacturers are expected to boost the North America nutritional bars market growth during the forecast period.

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

North America Nutritional Bars Market Segmentation

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

Based on type, the North America 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 North America nutritional bars market.

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

Based on distribution channel, the North America 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 North America nutritional bars market.

Based on country, the North America nutritional bars market is segmented into the US, Canada, and Mexico. In 2022, the US segment registered a largest share in the North America nutritional bars market.

Clif Bar & Co; General Mills Inc; Kind LLC; Mars Inc; Perfect Bar LLC; Premier Nutrition Co LLC; Rise Bar Inc; The Kellogg Co; The Quaker Oats Co; and The Simply Good

Foods Co are the leading companies operating in the North America nutritional bars market.

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