

# Granola Bars Market 2019- Global Industry Analysis, By Key Players, Segmentation, Trends and Forecast By 2025

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Summary:

A new market study, titled “Discover [Global Granola Bars Market](#) Upcoming Trends, Growth Drivers and Challenges” has been featured on WiseGuyReports.

Introduction

Global Granola Bars Market

One of the major negative effects of our current lifestyle is the lack of good health. Health Wellness is a major topic nowadays due to an increasing health issue. It mainly occurs when your body does not get enough nutrition to sustain itself properly. Due to this, people have been looking for a healthy alternative that can be easily carried easily and had any time. This led to the rise in the market for Granola Bars. Granola Bars had a small package that included great taste and was filling at the same time.



Global Granola Bars Market

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Key Players of Global Granola Bars Market =>

Companies such as General Mills, Kellogg, Quaker, KIND Snacks, Clif Bar, Sunbelt Bakery, etc have confirmed that the production has increased over the last decade and has been continuously increasing ever since. Another reason for the increased demand for Granola Bars is its easy availability. You can easily find one at a Convenience Store, Supermarkets and Hypermarkets, Vending machines or any online store. It has also been made famous by the people in the fitness industry, promoting it as a nutritional snack after the workout, that can fulfill the body's requirement.

During the last two decades, increased urbanization has led to multiple lifestyle issues with our diet and wellness. Which resulted in increased stress along with drinking and smoking habits. This made people more concerned and conscious of their health and fitness, looking for food

items that had more nutritional value. Granola Bars pack high nutritional value along with multiple health benefits. It does not contain any synthetic or artificial ingredients and is made from all-natural cereals and ingredients.

One of the major factors that have led to an increase in the market share of Granola Bars is digital marketing. There has been a worldwide promotion of Granola Bars on various social networking sites such as facebook, which helped in connecting with the younger audience very easily and in large numbers. Attempts have been made to publicize various flavors of the Granola Bars and the ingredients used in it. It has been promoted as an all-natural healthy alternative for any snacks that provide high nutritional value. Granola Bars are promoted as smart food for a younger audience to maintain their health and wellness.

North America has been the major market for Granola Bars right from the beginning. Reports confirmed that this will sustain in the future and North America will continue to hold the major market share for Granola Bars. Granola Bars market is valued at xx million US\$ in 2018 is expected to reach xyz million US\$ by the end of 2025. This is a substantial growth of xyz% during 2019-2025. The analysis was made by studying the past demand and increasing requirement of the product in the market.

People have always been looking for a healthy alternative to eat with good taste. Granola Bars have fulfilled that requirement and have become a treat among all ages leading to its huge popularity.

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NORAH TRENT

WISE GUY RESEARCH CONSULTANTS PVT LTD

646-845-9349 (US), +44 208 133 9349 (UK)

[email us here](#)

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