

# Cereal Bars Market Report 2021-26: Trends, Scope, Demand, Opportunity and Forecast

*Looking forward, IMARC Group expects the global cereal bars market to grow at a CAGR of 4.3% during the forecast period (2021-2026).*

SHERIDAN, WYOMING, UNITED STATES, October 19, 2021 /EINPresswire.com/ --

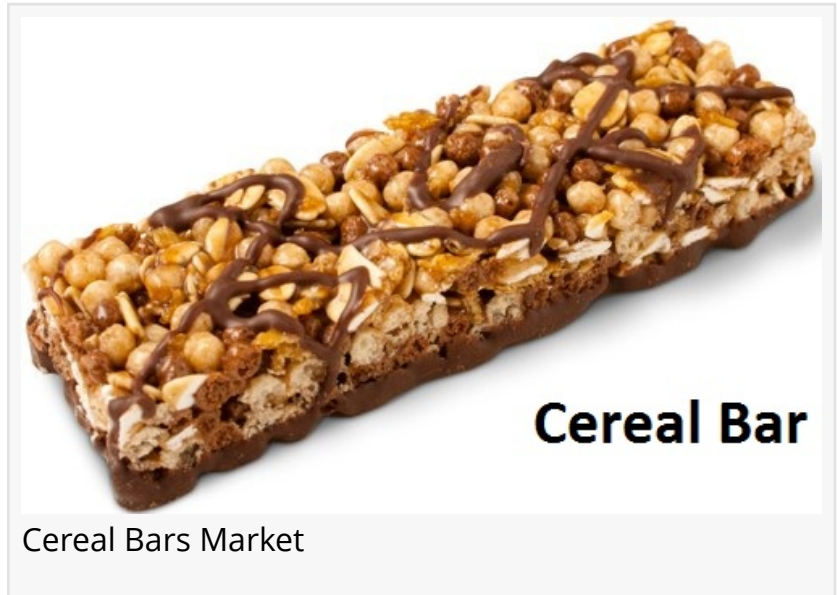
According to IMARC Group's latest report, titled "[Cereal Bars Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026](#)", The global cereal bars market reached a strong growth in 2020. Cereal bars are nutritional snack

products made from milk, oats, rice, biscuits, corn starch and edible adhesives. These are fortified with minerals, vitamins, complex carbohydrates and other essential nutrients. Cereal bars are a rich source of starch, proteins, phosphorus, iron, fiber, antioxidants, and potassium. The consumption of cereal bars helps treat and prevent various health conditions, including diabetes, cardiopathies, obesity, and malnutrition.

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The growth of the global cereal bars market can be attributed to the rising health consciousness amongst consumers, which has created a demand for low-fat, high-fiber snack products. Other than this, the increasing consumption of ready-to-eat breakfast items across the globe is further supporting the market growth. The emerging trend of clean-label products is creating a demand for additive-free, gluten-free. This, along with rising disposable incomes, the introduction of new flavors, and improving retail distribution channels, represents some of the other growth-inducing factors driving the market. Looking forward, IMARC Group expects the global cereal bars market to grow at a CAGR of 4.3% during the forecast period (2021-2026).

As the novel coronavirus (COVID-19) crisis takes over the world, we are continuously tracking the changes in the markets, as well as the industry behaviors of the consumers globally and our



estimates about the latest market trends and forecasts are being done after considering the impact of this pandemic.

#### Competitive Landscape with Key Players:

Atkins Nutritionals Inc. (Simply Good Foods Co.)

Clif Bar & Company

Eat Natural

General Mills Inc.

Kellogg Company

Kind LLC

McKee Foods Corporation

Nestlé S.A

Otsuka Pharmaceutical

Quaker Oats Co. (PepsiCo)

#### Market Segmentation:

##### Breakup by Product:

Snacks Bar

Energy and Nutrition Bar

Others

##### Breakup by Flavor:

Caramel

Banana

Chocolate

Honey

Strawberry

Peanut Butter

Others

##### Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Food Specialty Stores

Convenience Stores

Online Stores

Others

##### Breakup by Region:

North America (United States, Canada)

Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, Others)

Europe (Germany, France, United Kingdom, Italy, Spain, Russia, Others)

Latin America (Brazil, Mexico, Others)

Middle East and Africa

Ask Analyst for Customization and Explore full report with TOC & List of Figures: <https://www.imarcgroup.com/cereal-bars-market>

If you want latest primary and secondary data (2021-2026) with Cost Module, Business Strategy, Distribution Channel, etc. Click request free sample report, published report will be delivered to you in PDF format via email within 24 to 48 hours.

Key highlights of the report:

Market Performance (2015-2020)

Market Outlook (2021-2026)

Market Trends

Market Drivers and Success Factors

The Impact of COVID-19 on the Global Market

Value Chain Analysis

Structure of the Global Market

Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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