

Organic Energy Bar Market Demand & Future Growth Opportunity | EAT Anytime, Kind LLC, NuGo Nutrition, Probar LLC

Protein bars, are becoming increasingly popular amongst the millennials of both developed & developing countries which promises positive growth in the future.

PORTLAND, OR, UNITED STATES, April 5, 2022 /EINPresswire.com/ -- Over the last decade, the demand for [organic energy bars](#), particularly in developed regions, has increased significantly, resulting in availability of a wide variety of organic energy bars. While consumers' consumption patterns for organic energy bars vary, organic

energy bars are increasingly being consumed to compensate for various nutrient deficiencies caused by lack of adequate intake of nutritious food. Furthermore, numerous consumers are replacing their traditional breakfast with organic energy bars such as protein bars. Although the popularity of organic energy bars is increasing, brands are increasingly focusing on limiting sugar content and fortification of minerals in their products, which acts as a key driving force of the global energy bar market. Organic energy bars have gradually emerged as a meal replacement alternative in several parts of the world. Furthermore, the consumption of organic energy bars among athletes, sportsmen, and women coupled with increase in number of paid partnerships with social media influencers is expected to boost the overall sales of organic energy bars globally.

Organic Energy Bar Market byType, Demography, and Sales Channel: Global Opportunity Analysis and Industry Forecast, 2021–2030,” the global organic energy bar market size was valued at \$329.4 million in 2020, and is projected reach \$644.8 million by 2030, registering a CAGR of 6.3% from 2021 to 2030.

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Increase has been witnessed in the number of users of various social media sites and other



informative and browsing websites coupled with rise in internet penetration. This increase in user base even includes children from the average age of 13 and above. With increased digitalization and internet becoming useful source to impart product knowledge, engaged players in the market can strategize on advertising and promoting their products on various social media platforms. Active players in the industry are now promoting their products on social media platforms to impart awareness as well as differentiating features such as value-added nutritional, flavors, and convenience about their product offerings.

The global organic energy bar market is studied across North America, Europe, Asia-Pacific, and LAMEA. North America leads in terms of market share for 2020, however Asia Pacific region is forecasted to grow with significant growth during the forecast period owing to growing disposable income, extensive advertising and promotion, and large scale urbanization. China along with India and South East Asian countries is likely to witness increased demand of organic energy bar in the coming years.

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The major players operating in the global organic energy bar market analysis include Clif Bar & Company, EAT Anytime, General Mills Inc., Kind LLC, McKee Foods Corporation, NuGo Nutrition, Probar LLC, Quest Nutrition, The Kellogg Company, and Yoga Bar. The other prominent players analyzed in the report are GlaxoSmithKline PLC, Abbott Laboratories, Post Holdings Inc., PepsiCo Inc., Brighter Foods Ltd., and Premier Nutrition Inc.

Key Findings Of The Study

By type, the protein bars segment was the major share contributor in 2020, and is predicted to grow with the highest CAGR during the forecast period.

On the basis of demography, the adult segment led the market, in terms of share, however, the kids segment is expected to gain market share in the coming years.

Hypermarket/supermarket is the most popular mode of purchase of organic energy bars, however, the online channels segment is poised to exhibit the highest CAGR during the forecast period.

North America is the largest consumer of organic energy bars, followed by Europe. However, Asia-Pacific is likely to provide remunerative growth opportunities in the coming years.

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David Correa

Allied Analytics LLP

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