Organic Energy Bar Market is likely to show the fastest CAGR of 6.3% from 2021 to 2030

Organic energy bars, especially protein bars, are becoming increasingly popular amongst the millennials of both developed.

Organic Energy Bar Market

PORTLAND, OR, US, July 4, 2023 /EINPresswire.com/ -- As per the report published by Allied Market Research, the global [organic energy bar market](#) was pegged at $329.42 million in 2020, and is expected to reach $644.80 million by 2030, growing at a CAGR of 6.3% from 2021 to 2030. Rise in preference for products with organic variant, high demand for energy bars among millennial population, surge in popularity of snack bars among consumers have boosted the growth of the global organic energy bar market.

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> Rise in preference for products with organic variant, high demand for energy bars among millennial population, surge in popularity of snack bars among consumers have boosted the growth. ”
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> *Allied Market Research*

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.

However, negative consumer perceptions for snack bars and challenges related to technology and processing hinder the market growth. On the contrary, surge in use of social media and digital marketing to increase product awareness and surge in awareness in developing countries are expected to open new opportunities for the market players in the future.

The global organic energy bar market is analyzed across several regions such as North America, Europe, Asia-Pacific, and LAMEA. The market across North America held the lion’s share in 2020, accounting for more than two-fifths of the market. However, the market across Asia-Pacific region is anticipated to portray the highest CAGR of 8.4% during the forecast period.

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 form 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.

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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.

The global organic energy bar market is segmented into type, demography, sales channel, and region. Depending on type, the global market is segregated into protein bar, nutrition bar, and others. By demography, it is bifurcated into adults and kids. On the basis of sales channel, it is fragmented into hypermarket/supermarket, specialty stores, and online channels. The global organic energy bar market is studied across North America, Europe, Asia-Pacific, and LAMEA.

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Organic Tea Market

Organic Honey Market

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Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domain.

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