

## **United Arab Emirates Energy Bar Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 80 pages | Mordor Intelligence

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### **Report description:**

The United Arab Emirates energy bar market is projected to register a CAGR of 6.3% during the forecast period, 2022-2027.

COVID-19 has left many opportunities for private players to emerge in the markets to cater to the inflated demand for snack products, benefiting the energy bars manufacturers. In the United Arab Emirates, the need for innovative snacks is consistently high due to the associated convenience of storing, quick usage, and easy provision for nutrition and energy requirements. The staggeringly increased sales of products like snacks, bars, and other convenience foods were observed through online stores during the lockdown, which sustained the demand for energy bars in the market studied.

Over the medium term, increasing demand for ready-to-eat healthy food and beverages will boost the growth of the United Arab Emirates energy bars market. Increased influence of westernization, on-the-go healthy convenient pack size, and the growing demand for health and wellness products are among the various factors driving the market.

Moreover, the UAE government develops initiatives to increase health awareness. There is a high scope for products that have health benefits, particularly with regard to obesity and diabetes. The major manufacturers focus on developing a wide range of products that can improve the taste, color, flavor, and health benefits of the products.

UAE Energy Bar Market Trends

Health & Wellness Snacking is on the Rise

Consumers are developing a western-style snack trend, demanding healthier products for munching during breaks. Recently, the

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appetite for health-related packaged food started to take off in the country. The younger people are becoming health conscious, influenced by international food culture. The rising obese population is another major factor accelerating the demand for healthier packaged products. Around 25.1 and 45.7% of men in the United Arab Emirates are obese and overweight, respectively, and around 30.6 and 34.3% of women in the country are obese and overweighted respectively and are looking for healthy snacking. High per capita income, import dependency for food, obese population, and potential demand for healthy snacks offer potential opportunities to manufacturers. Also, the large young population is shifting towards snacking consumption, thereby driving sales. Consumers are always on the move due to a growing busy lifestyle, which has also given rise to energy bar sales.

### Supermarkets and Hypermarkets Segment Holds Majority of the Share

The supermarkets and hypermarkets segment led the market in 2021. This is attributed to the fact that supermarkets and hypermarkets offer options such as discounts and the convenience of instant gratification. Due to the large retail space and the availability of diversified product ranges across various brands, hypermarkets/supermarkets remained the most preferred point of sales for energy bars in the studied region. The wide product visibility at supermarkets/hypermarkets further boosts the consumer base, leading to escalated sales. The acts, such as business expansion and the rising number of hypermarkets and supermarkets, add to the sales of these retail formats and significantly contribute to the market studied. For instance, in February 2022, United Arab Emirates-based retail chain Grandiose Supermarket launched its fourth-largest branch, which covers an area of 30,881 sq.ft, located in the Dubai Investment Park community in the newly opened OSR Shopping Centre.

### UAE Energy Bar Market Competitor Analysis

The United Arab Emirates energy bar market is competitive, with many foreign players occupying a major share. Innovative product launches and clean label ingredients are the various strategies adopted by these players. Some of the major players in the market studied are Rise Bar, General Mills Inc., Nutrition, Inc. (Pureprotein), and Natural Balance Foods, among others.

### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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