

## **Europe Protein Bar Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 125 pages | Mordor Intelligence

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### **Report description:**

The European Protein Bar Market is projected to register a CAGR of 5.01% over the forecast period.

The increasing demand for convenience foods is driving the protein bar market. The major consumers not only include sports athletes, but also those who want to have a wholesome meal without the trouble of cooking. Consumers prefer buying protein bars for various purposes, such as weight management, improving muscle mass, and increasing energy. However, inclination toward other alternative protein-rich diets and high sugar content in protein bars are the major factors restraining the market growth.

Across Europe, the demand for convenience foods is growing at a faster pace due to changes in social and economical patterns, as well as increased expenditure on food and beverage, awareness about healthy foods, changes in meal patterns and existing food habits, and the desire to taste new products. The trend of on-the-go snacking is exploding, especially among young people, people living in hostels, and bachelors who lead hectic lifestyles. In addition, on-the-go snacking is closely linked with snack bars' including protein bars that are easy to handle and consume.

Various companies in the market have established several strategies like new product launches, expansion, and partnerships to cater to the demand of the market. For example, in 2022, KIND Bars, the United Kingdom's fastest-growing healthy snack bar brand, expanded its protein bar lineup by adding a new flavoured protein bar. The hazelnut dark chocolate bar is available in a range of retailers, including Nisa and Costcutter.

Europe Protein Bar Market Trends

Hypermarkets/Supermarkets to Drive the Regional Market

Owing to a huge retail space and catering to a wide variety of preferences, supermarkets/hypermarkets are dominant channels for

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the sales of protein bars in the country. Factors, like business expansion and the rising number of hypermarkets/supermarkets, add to the sales of these retail formats and significantly contribute to the protein bar market. Supermarkets/hypermarkets provide attractive shelf visibility through display and assortments. As they are often placed at the entrance, at the checkout, and/or in the designated functional food aisles, protein bars invariably attract the consumers' attention. Additionally, in developed countries, such as the United Kingdom, considering the growing popularity of protein bars and a changing trend of having them with coffee, Spar hypermarket in Armagh (United Kingdom) expanded its protein bar space to seven shelves, located next to the coffee machine. Thus, customers find it beneficial to shop from such retail stores, as they also offer attractive discounts and schemes.

#### United Kingdom is Expected to Drive the Regional Market Demand for Protein Bars

Protein bars have gained popularity among all sections of society in the United Kingdom. Consumers in the country are looking for protein bars that help them maintain their busy lifestyles and provide them with much-needed nutrition. There is a growing demand for protein bars with less or no sugar, no added flavors, gluten-free, and vegan varieties, which help consumers meet their growing obesity concerns. Due to the growing consumer interest in high-protein products and other sports nutrition goods, manufacturers in the field are looking to expand their product offerings through various adopted strategies, like partnerships.

Consumers in the United Kingdom are looking for high nutritional value snacks and simple ingredient lists, rather than calorie counting. Claims, like free-from, raw, high fiber, no added sugar, and the use of natural ingredients, are expected to continue to be the key factors influencing consumers' decisions. Moreover, schools in the United Kingdom have started accepting snack bars including protein bars as a part of the packed lunch, as they are healthy and manage to catch the children's attention very well. This is expected to act as a driver for the United Kingdom protein bar market.

#### Europe Protein Bar Market Competitor Analysis

The European protein bar market is competitive and fragmented in nature owing to the presence of many regional and domestic players. Emphasis is given to the merger, expansion, acquisition, and partnership of the companies along with new product development as strategic approaches adopted by the leading companies to boost their brand presence among consumers. Additionally, the companies are implementing strategies that include the provision of products through e-commerce (own websites and third parties) websites, to facilitate a larger targeted audience. Key players dominating the regional market include Optimum Nutrition, Inc., The Kellogg Company, Mars, Incorporated (Kind LLC), PepsiCo, Inc., and Mondelez International, Inc. (Clif Bar & Company).

#### Additional Benefits:

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

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