

**India Snack Bars Market Report and Forecast 2023-2028**

Market Report | 2023-10-25 | 177 pages | EMR Inc.

**AVAILABLE LICENSES:**

- Single User License \$2999.00
- Five User License \$3999.00
- Corporate License \$4999.00

**Report description:****India Snack Bars Market Report and Forecast 2023-2028****Market Outlook**

According to the report by Expert Market Research (EMR), the India snack bars market reached approximately USD 4.43 billion in 2022. Aided by the rising demand for on-the-go and nutritious food options and the escalating health consciousness among consumers, the market is projected to further grow at a CAGR of 10.60% between 2023 and 2028, reaching a value of USD 8.10 billion by 2028.

Snack bars encompass a variety of small, packaged foods intended for on-the-go consumption. These bars are typically high in protein, fibre, and carbohydrates, and come in a myriad of flavours, including fruits, chocolate, nuts, and cereals. They have emerged as a popular choice among health-conscious consumers, fitness enthusiasts, and individuals with busy lifestyles who require quick and nutritious meals or snacks.

The growing preference for healthy and convenient food products is a major driving force behind the India snack bars market growth. With hectic schedules and fast-paced lifestyles becoming the norm, Indian consumers are seeking out snack options that are not only easy to consume on the go but also nutritious. This trend is boosting the popularity of snack bars, which offer a balanced mix of protein, fibre, and carbohydrates.

In addition to this, the rising health consciousness among Indian consumers is also contributing to the India snack bars market demand. As the awareness of the health benefits associated with protein and fibre consumption increases, there has been a marked shift towards high-protein and high-fibre diets in India. This dietary shift is leading to a surge in demand for snack bars, which are often rich in these nutrients.

The broadening applications of snack bars are further bolstering the India snack bars market expansion. Snack bars are gaining traction as meal replacements, pre- and post-workout snacks, and weight-management foods, among other uses. They are becoming increasingly popular among athletes, fitness enthusiasts, and individuals looking to manage their weight or nutrition intake, thereby accelerating the India snack bars market expansion.

Moreover, the rising trend of veganism and the growing popularity of plant-based diets in India are leading to an increased focus on snack bars as a viable option for plant-based snacks. With a wide range of plant-based ingredients like nuts, seeds, and fruits, snack bars have emerged as a key product in the assortment of plant-based snack options, thereby aiding the India snack bars

market growth.

#### Market Segmentation □

The market can be divided based on product ingredients, distribution channel, and region.

##### Market Breakup by Product

-□Cereal Bars

o□Granola/Muesli Bars

o□Other Cereal Bars

-□Energy and Nutrition Bars

-□Others

##### Market Breakup by Ingredients

-□Nuts

-□Dried Fruits

-□Whole Grains

-□Others

##### Market Breakup by Distribution Channel

-□Supermarkets and Hypermarkets

-□Convenience Stores

-□Online

-□Others

##### Market Breakup by Region

-□East India

-□West India

-□South India

-□North India

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the India snack bars companies. Some of the major key players explored in the report by Expert Market Research are as follows:

-□General Mills

-□Mondelez International Inc.

-□Kellogg Company

-□M/s. Sproutlife Foods Private Limited

-□UNIBIC Foods India Pvt. Ltd.

-□Naturell India Pvt. Ltd

-□Happilo International PVT. LTD.

-□Starcap Wellness Private Limited

-□Fitshit Health Solutions Private Limited

-□EAT Anytime

-□Others

#### About Us

Acquire unparalleled access to critical industry insights with our comprehensive market research reports, meticulously prepared by a team of seasoned experts. These reports are designed to equip decision-makers with an in-depth understanding of prevailing market trends, competitive landscapes, and growth opportunities.

Our high-quality, data-driven analyses provide the essential framework for organisations seeking to make informed and strategic decisions in an increasingly complex and rapidly evolving business environment. By investing in our market research reports, you can ensure your organisation remains agile, proactive, and poised for success in today's competitive market.

Don't miss the opportunity to elevate your business intelligence and fortify your strategic planning. Secure your organisation's

future success by acquiring one of our Expert Market Research reports today.

\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

## **Table of Contents:**

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
  - 3.1 Market Definition and Outlook
  - 3.2 Properties and Applications
  - 3.3 Market Analysis
  - 3.4 Key Market Players
- 4 Key Assumptions
- 5 Executive Summary
  - 5.1 Overview
  - 5.2 Key Drivers
  - 5.3 Key Developments
  - 5.4 Competitive Structure
  - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 India Snack Bars Market Overview
  - 8.1 Key Industry Highlights
  - 8.2 India Snack Bars Historical Market (2018-2022)
  - 8.3 India Snack Bars Market Forecast (2023-2028)
- 9 India Snack Bars Market by Product
  - 9.1 Cereal Bars
    - 9.1.1 Historical Trend (2018-2022)
    - 9.1.2 Forecast Trend (2023-2028)
    - 9.1.3 Breakup by Type
      - 9.1.3.1 Granola/Muesli Bars
        - 9.1.3.1.1 Historical Trend (2018-2022)
        - 9.1.3.1.2 Forecast Trend (2023-2028)
      - 9.1.3.2 Other Cereal Bars
  - 9.2 Energy and Nutrition Bars
    - 9.2.1 Historical Trend (2018-2022)
    - 9.2.2 Forecast Trend (2023-2028)
  - 9.3 Others
- 10 India Snack Bars Market by Ingredients
  - 10.1 Nuts
    - 10.1.1 Historical Trend (2018-2022)
    - 10.1.2 Forecast Trend (2023-2028)
  - 10.2 Dried Fruits
    - 10.2.1 Historical Trend (2018-2022)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

10.2.2 Forecast Trend (2023-2028)

10.3 Whole Grains

10.3.1 Historical Trend (2018-2022)

10.3.2 Forecast Trend (2023-2028)

10.4 Others

11 India Snack Bars Market by Distribution Channel

11.1 Supermarkets and Hypermarkets

11.1.1 Historical Trend (2018-2022)

11.1.2 Forecast Trend (2023-2028)

11.2 Convenience Stores

11.2.1 Historical Trend (2018-2022)

11.2.2 Forecast Trend (2023-2028)

11.3 Online

11.3.1 Historical Trend (2018-2022)

11.3.2 Forecast Trend (2023-2028)

11.4 Others

12 India Snack Bars Market by Region

12.1 North India

12.1.1 Historical Trend (2018-2022)

12.1.2 Forecast Trend (2023-2028)

12.2 West India

12.2.1 Historical Trend (2018-2022)

12.2.2 Forecast Trend (2023-2028)

12.3 East India

12.3.1 Historical Trend (2018-2022)

12.3.2 Forecast Trend (2023-2028)

12.4 South India

12.4.1 Historical Trend (2018-2022)

12.4.2 Forecast Trend (2023-2028)

13 Market Dynamics

13.1 SWOT Analysis

13.1.1 Strengths

13.1.2 Weaknesses

13.1.3 Opportunities

13.1.4 Threats

13.2 Porter's Five Forces Analysis

13.2.1 Supplier's Power

13.2.2 Buyer's Power

13.2.3 Threat of New Entrants

13.2.4 Degree of Rivalry

13.2.5 Threat of Substitutes

13.3 Key Indicators for Demand

13.4 Key Indicators for Price

14 Competitive Landscape

14.1 Market Structure

14.2 Company Profiles

14.2.1 General Mills

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 14.2.1.1 Company Overview
- 14.2.1.2 Product Portfolio
- 14.2.1.3 Demographic Reach and Achievements
- 14.2.1.4 Certifications
- 14.2.2 Mondelez International Inc.
  - 14.2.2.1 Company Overview
  - 14.2.2.2 Product Portfolio
  - 14.2.2.3 Demographic Reach and Achievements
  - 14.2.2.4 Certifications
- 14.2.3 Kellogg Company
  - 14.2.3.1 Company Overview
  - 14.2.3.2 Product Portfolio
  - 14.2.3.3 Demographic Reach and Achievements
  - 14.2.3.4 Certifications
- 14.2.4 M/s. Sproutlife Foods Private Limited
  - 14.2.4.1 Company Overview
  - 14.2.4.2 Product Portfolio
  - 14.2.4.3 Demographic Reach and Achievements
  - 14.2.4.4 Certifications
- 14.2.5 UNIBIC Foods India Pvt. Ltd.
  - 14.2.5.1 Company Overview
  - 14.2.5.2 Product Portfolio
  - 14.2.5.3 Demographic Reach and Achievements
  - 14.2.5.4 Certifications
- 14.2.6 Naturell India Pvt. Ltd
  - 14.2.6.1 Company Overview
  - 14.2.6.2 Product Portfolio
  - 14.2.6.3 Demographic Reach and Achievements
  - 14.2.6.4 Certifications
- 14.2.7 Happilo International PVT. LTD.
  - 14.2.7.1 Company Overview
  - 14.2.7.2 Product Portfolio
  - 14.2.7.3 Demographic Reach and Achievements
  - 14.2.7.4 Certifications
- 14.2.8 Starcap Wellness Private Limited
  - 14.2.8.1 Company Overview
  - 14.2.8.2 Product Portfolio
  - 14.2.8.3 Demographic Reach and Achievements
  - 14.2.8.4 Certifications
- 14.2.9 Fitshit Health Solutions Private Limited
  - 14.2.9.1 Company Overview
  - 14.2.9.2 Product Portfolio
  - 14.2.9.3 Demographic Reach and Achievements
  - 14.2.9.4 Certifications
- 14.2.10 EAT Anytime
  - 14.2.10.1 Company Overview
  - 14.2.10.2 Product Portfolio

14.2.10.3 Demographic Reach and Achievements

14.2.10.4 Certifications

14.2.11 Others

15 Key Trends and Developments in the Market

List of Key Figures and Tables

1. India Snack Bars Market: Key Industry Highlights, 2018 and 2028
2. India Snack Bars Historical Market: Breakup by Product (USD Billion), 2018-2022
3. India Snack Bars Market Forecast: Breakup by Product (USD Billion), 2023-2028
4. India Snack Bars Historical Market: Breakup by Ingredients (USD Billion), 2018-2022
5. India Snack Bars Market Forecast: Breakup by Ingredients (USD Billion), 2023-2028
6. India Snack Bars Historical Market: Breakup by Distribution Channel (USD Billion), 2018-2022
7. India Snack Bars Market Forecast: Breakup by Distribution Channel (USD Billion), 2023-2028
8. India Snack Bars Historical Market: Breakup by Region (USD Billion), 2018-2022
9. India Snack Bars Market Forecast: Breakup by Region (USD Billion), 2023-2028
10. India Snack Bars Market Structure

## India Snack Bars Market Report and Forecast 2023-2028

Market Report | 2023-10-25 | 177 pages | EMR Inc.

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User License	\$2999.00
	Five User License	\$3999.00
	Corporate License	\$4999.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-19"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)