

## **Asia Pacific Protein Bars Market Research Report Forecast to 2030**

Market Report | 2023-11-15 | 106 pages | Market Research Future

### **AVAILABLE LICENSES:**

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### **Report description:**

Asia Pacific Protein Bars Market Research Report Forecast to 2030

#### **Market Overview**

Asia Pacific Protein Bars market is expected to grow at 6.4% CAGR during the forecast period, 2022-2030. Asia-Pacific consists of China, India, Japan, South Korea, Taiwan, Australia, & New Zealand and Rest of APAC. Consumers across the APAC region is becoming more health-conscious and actively seeking healthier food options. This awareness has translated into a growing demand for protein bars as a convenient and nutritious snack choice. With many countries looking for innovative ways use protein bars to further enhance its food supplement and further drive demand for protein bars in Asia-Pacific region. For instance, in April 2023, The Singapore food industry announced that it is trying to capitalise on the opportunity to launch snacks and protein bars made of insects. Insects are known for their high protein content and Singapore's latest interest in adding insects to the national food menu is seen as a way for the country to safeguard its national food security.

Protein bars are convenient on-the-go snacks that provide protein along with other nutrients. In the human body, proteins fulfill many functions including cell and tissue repair, the formation of hormones and enzymes, maintaining fluid balance, and providing energy. The isolated proteins in protein Bars are sourced from soy, meat, and nuts, among others. Protein bars are consumed as meal replacers, snacks, or for workout support depending on the need. They are available in different flavors such as chocolate, peanut butter, caramel almond, fudge brownie, and lemon meringue.

#### **Market Segmentation**

The Asia Pacific Protein Bars market is segmented, based on Product, into Nutrition Bars, Energy Bars, Snacks Bar, Meal Replacement Bar, and Others.

The Asia Pacific Protein Bars market is segmented, based on Flavor, into Peanut, Chocolate, Almond, Vanilla, and Others.

The Asia Pacific Protein Bars market is segmented, based on Source, into Plant Based, Animal Based, and Marine Based. The Asia Pacific Protein Bars market is segmented, based on Category, into Gluten, Free, Sugar Free, Vegan, and Others.

The Asia Pacific Protein Bars market is segmented, based on Application, into Muscle Building, Weight Loss, Weight Gain, and Energy.

The market is segmented, based on Distribution Channel, into Supermarkets, Hypermarkets, Specialist Stores, Convenience Store, Drug Store, and Ecommerce.

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The Asia Pacific Protein Bars market is segmented, based on region, into China, India, Japan, Taiwan, Australia & New Zealand, South Korea, and Rest of APAC.

Major Players

General Mills Inc.,Clif Bar & Company LLC, Quest Nutrition LLC, PepsiCo Inc., Kellogg Company, Post Foods Australia Pty Ltd (Musashi), Grenade (UK) Ltd, Mars Incorporated, The Hut.com Ltd. (MyProtein), and Vitaco Health (Aussie Bodies) are the major companies in the Asia Pacific Protein Bars market.

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