

United Kingdom Energy Bar Market Report and Forecast 2024-2032

Market Report | 2023-11-09 | 152 pages | EMR Inc.

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Report description:

United Kingdom Energy Bar Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United Kingdom energy bar market is projected to grow at a CAGR of 5.50% between 2024 and 2032. Aided by rising health concerns and adoption of aggressive marketing and promotional social media campaigns, the market is expected to grow significantly by 2032.

Energy bars, often referred to as nutrition or protein bars, are convenient, nutrient-dense snacks designed to provide instant energy. They typically comprise a blend of carbs, proteins, fats, vitamins, and minerals. These bars have become an essential staple in the diets of athletes, fitness enthusiasts, and the general population due to their ability to offer a quick energy boost, manage weight, and supplement nutrient intake.

The escalating demand for convenient, nutritious snacking solutions in the UK is a significant United Kingdom energy bar market trend. As the hectic lifestyles of urban populations lead to limited time for full-fledged meals, energy bars offer a rapid solution that doesn't compromise on nutritional value. The rise in fitness awareness, coupled with the increasing number of fitness centres and gyms, has accentuated the consumption of energy bars as a pre- or post-workout snack.

Adding to the market's vigour, the energy bar segment in the UK has witnessed an upsurge in product innovations. The introduction of organic, gluten-free, vegan, and low-sugar bars caters to a broad spectrum of consumers with varied dietary requirements and preferences. This diversification and tailoring of products have broadened the consumer base and augmented United Kingdom energy bar market expansion.

In tandem with global movements, the UK population has been registering an escalating shift towards sustainability. This transition has given rise to demands for eco-friendly packaging solutions in the energy bar sector. Manufacturers are steadily incorporating biodegradable and recyclable materials for packaging, contributing to environmental conservation while appealing to eco-conscious consumers.

Moreover, the branding and marketing strategies adopted by energy bar producers have played an instrumental role in influencing United Kingdom energy bar market demand. Celebrity endorsements, collaborations with fitness influencers, and targeted digital campaigns have amplified brand visibility, fostered trust and created a loyal consumer base.

The market has also seen a proliferation of local brands offering innovative flavours and formulations, encompassing regional

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preferences. Flavours inspired by British classics, like the Earl Grey tea or the traditional English breakfast, have garnered positive reception, infusing a local touch to the global product.

As per the United Kingdom energy bar market analysis, the retail landscape plays a pivotal role in the distribution of energy bars. The extensive network of supermarkets, health stores, and e-commerce platforms ensure that energy bars are readily accessible to a vast segment of the population. The rise of online shopping, facilitated by rapid delivery services and a plethora of choices, has made purchasing energy bars even more convenient for the UK consumer.

Market Segmentation

The market can be divided based on type, nature, and distribution channel.

Market Breakup by Type

- Protein Bar
- Nutrition Bar
- Cereal Bar
- Fibre Bar

Market Breakup by Nature

- Organic
- Conventional

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Speciality Stores
- Online
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United Kingdom energy bar market. Some of the major players explored in the report by Expert Market Research are as follows:

- PepsiCo, Inc.
- General Mills Inc
- Mondelez International, Inc.
- Oatein Ltd.
- Decathlon UK Limited
- Vitamin Well Group (Barebells)
- HNC Healthy Nutrition Company (UK) Ltd.
- Natural Balance Foods Ltd.
- Active Nutrition International GmbH (Powerbar)
- Ote Sports Ltd.
- Others

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