

## **Germany Snack Bar - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 85 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The Germany Snack Bar Market size is estimated at USD 336.04 million in 2024, and is expected to reach USD 434.85 million by 2029, growing at a CAGR of 5.29% during the forecast period (2024-2029).

The fast-paced German society and the rising number of single households drive the demand for high-convenience food products, including ready-to-eat meals and snack bars. Stores are flooded with various snack bars, like protein-rich, nutritious, and gluten- and dairy-free bars that attract health-conscious consumers. There is a growing demand for cereal bars with superfoods, like chia and quinoa, as they provide nutrition with convenience at the same time. Product innovation has been a key driver that supports visibility and consumer interest and helps attract new clients.

German customers' growing preference for convenient, on-the-go meals and snacks, mostly as a result of their hectic lifestyles, drive the German market. The demand for organic energy bars increased as customers became more aware of the potential negative health impacts of artificial additives such as color, flavor, sweeteners, and preservatives. The evolving retail industry is marked by the emergence of many stores in the hypermarket, supermarket, and convenience stores segments. According to data published by the Bund Okologischer Lebensmittelwirtschaft (BOLW), which is the main organization for organic food farmers, processors, and merchants across Germany, the sales of organic food increased over the past 10 years, rising from EUR 6.64 billion in 2011 to EUR 15.3 billion in 2022. This trend is expected to last in the long term due to the rising customer interest in the food production process and attention to healthy living. This trend is expected to drive the demand for organic snack bars across the region over the forecast period.

Germany Snack Bar Market Trends

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

## Surge in Demand for Energy Bars

Energy bars have been growing considerably due to their considerable health benefits and convenience of carrying around and consumption. The energy snack bar products are usually marketed as ideal for consumers involved in sports and workouts, owing to their muscle repair properties and low-fat/low-fiber formulation, making them easy to digest, thus, acting as ideal workout snacks. Owing to the increased acceptance of various fitness activities across Germany, ready-to-eat and ready-to-drink products like energy drinks, protein shakes, and energy bars are witnessing a surge in demand. According to Deutscher Alpenverein, in 2021, there were 535 climbing gyms across Germany. In this context, climbing refers to the recreational use of a climbing wall with indoor and outdoor facilities.

Additionally, energy bars claim to have a higher crude protein content when compared to other protein bars, thus encouraging consumers to demand additional protein content in their diet. These bars enhance physical energy, nourish, and give protein and a combination of fats, carbohydrates, minerals, and vitamins.

## E-commerce to Witness Robust Growth

With the advancements in the retail sector, the market is experiencing significant sales from online channels. Consumers prefer grocery purchases through online distributors, as a good discount can be redeemed from such purchases. Consumers' increased focus on online shopping has resulted in online sales accounting for a significant share of the market studied. The consumers' acceptance of online products, along with the presence of a diversified product portfolio, is expected to drive the market demand over the forecast period.

The robust growth of the e-commerce landscape has offered unprecedented opportunities for regional snack manufacturers. The portability factor of snacking products has further strengthened the ease of shipping. Thus, the confectionery segment and energy bars are among the largest processed food segments of the e-commerce market. As a result, the sales of snack bars are increasing with the maximum growth rate through e-commerce channels, like Amazon, Flaschenpost, Bofrost, Bringmeister, and other such online retailers across the region.

## Germany Snack Bar Industry Overview

Germany's snack bar market is fragmented in nature, with the presence of a large number of domestic and international players in the market. Mondelez International Inc., Nestle SA, General Mills Inc., Hero Group, and Mars Incorporated are the major players in the market. New product launches, market expansions, partnerships, and acquisitions are the preferred strategic approaches adopted by companies involved in the German snack bar business. Companies are increasing their investments in R&D and marketing and expanding their distribution channels to maintain their position in the market. They are adopting competitive strategies by investing more to develop unique products with interesting flavors and eco-friendly packaging. The entrance of private labels into this small group is notable and has added a new element of competition, further fragmenting the competition in the market studied.

### Additional Benefits:

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

### **Table of Contents:**

#### 1 INTRODUCTION

##### 1.1 Study Assumptions and Market Definition

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

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

www.scotts-international.com

## 1.2 Scope of the Study

## 2 RESEARCH METHODOLOGY

## 3 EXECUTIVE SUMMARY

## 4 MARKET DYNAMICS

### 4.1 Market Drivers

### 4.2 Market Restraints

### 4.3 Porter's Five Forces Analysis

#### 4.3.1 Threat of New Entrants

#### 4.3.2 Bargaining Power of Buyers/Consumers

#### 4.3.3 Bargaining Power of Suppliers

#### 4.3.4 Threat of Substitute Products

#### 4.3.5 Intensity of Competitive Rivalry

## 5 MARKET SEGMENTATION

### 5.1 Product Type

#### 5.1.1 Cereal Bars

##### 5.1.1.1 Granola/Muesli Bars

##### 5.1.1.2 Other Cereal Bars

#### 5.1.2 Energy Bars

#### 5.1.3 Other Snack Bars

### 5.2 Distribution Channel

#### 5.2.1 Hypermarkets/Supermarkets

#### 5.2.2 Convenience Stores

#### 5.2.3 Online Retail Stores

#### 5.2.4 Speciality Stores

#### 5.2.5 Other Distribution Channels

## 6 COMPETITIVE LANDSCAPE

### 6.1 Strategies Adopted by Leading Players

### 6.2 Market Share Analysis

### 6.3 Company Profiles

#### 6.3.1 Bauli SpA (Max Sport)

#### 6.3.2 Mondelez International Inc.

#### 6.3.3 General Mills Inc.

#### 6.3.4 Hero Group

#### 6.3.5 Nestle SA

#### 6.3.6 Mars Incorporated

#### 6.3.7 Natural Balance Foods

#### 6.3.8 The Kellogg Company

#### 6.3.9 THG PLC

#### 6.3.10 Dr. Schar

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

**Germany Snack Bar - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 85 pages | Mordor Intelligence

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      | \$4750.00 |
|                | Team License (1-7 Users) | \$5250.00 |
|                | Site License             | \$6500.00 |
|                | Corporate License        | \$8750.00 |
|                |                          | 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="2026-02-26"/> |
|               |                      | Signature                     |   |

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

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

www.scotts-international.com

