

## **Saudi Arabia Protein Bar - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

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### **Report description:**

The Saudi Arabia Protein Bar Market size is estimated at USD 2.89 million in 2024, and is expected to reach USD 4.26 million by 2029, growing at a CAGR of 8.13% during the forecast period (2024-2029).

COVID-19 has caused problems in the food processing industry, which have been impacted by social distance rules, labor shortages, and lockdown procedures to stop the virus from spreading. Appropriate social distancing measures may compromise operational efficiency in restricted locations, like packaging plants, and adequate staff protections are required. As the maximum amount of protein bars are imported from the United Kingdom or the United States to Saudi Arabia, the restriction in transportation led to a supply shortage of these items in retail stores. However, after the relaxation from restrictions, the increased consciousness of maintaining health and losing weight in the tough times of COVID-19 led to the increased popularity of protein bars.

The rising consumer demand for convenient and healthy on-the-go snack options has been the primary attribute for the sales of protein bars in Saudi Arabia. The changing lifestyles of people, involving the consumption of smaller meals, have been leading to increased consumption of snacks; hence, protein bars, being the healthier option, have been witnessing an increasing demand.

Protein bars have opportunities within functional ingredients, reduced sugar, high fiber, and plant proteins. The trending innovations in the category also involve modification in packaging and the launch of targeted-consumer products. People have been consuming protein bars for weight loss, wight gain, meal replacement, and muscle gain.

Saudi Arabia Protein Bars Market Trends

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## Demand for Convenient and Healthy On-the-Go Snacking

The demand for convenience foods has been growing at a faster pace due to changes in social and economical patterns, as well as the increased expenditure of food and beverage, awareness about healthy foods, changes in meal patterns and existing food habits, and the desire to taste new products. There was an increase in the demand for snacks, including protein bars in the Gulf Cooperation Council (GCC) region over the past years due to the increased industrialization, busy lifestyles, and the increasing female working population. In addition, the increased health awareness among the young population due to the increasing lifestyle diseases, and the benefits of healthy snacking have been triggering the protein bar demand. Because high protein foods give a feeling of satiety, they are a good method to control appetite, avoid overeating, and gain weight, which has been leading to growing popularity of protein bars.

## Regular Bar Holds the Major Share

Health-conscious customers are turning to specialty diets such as plant-based and keto, but they do not want to deal with the hassles of frequently cooking to achieve their fitness goals due to their busy lifestyles. Protein bars have become the perfect delivery system for these consumers due to their 'ready-to-eat,' 'on-the-go' nature. Moreover, marketing campaigns for protein bars as a substitute for meal replacement by the fitness clubs have skyrocketed the sales of these products. With an increasing number of health clubs and surging awareness about protein bars, the market is expected to witness a rise in demand during the forecast period.

## Saudi Arabia Protein Bars Industry Overview

The market studied is concentrated with regional and global competitors. Some of the major players in the market include Think Protein, The Hershey Company, and Simply Good foods USA (Quest Nutrition). Players operating in the protein bar market also consider various factors to make their products more appealing to the customers. Hence, they offer products that are with clean labels, vegan and gluten-free and innovative packaging designs. Protein bars are available in a variety of flavors. Thus, manufacturers are continuously focusing on innovating new bar products or technological advancements to increase their shares.

## Additional Benefits:

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

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