

## **Global Energy Balls Market Report and Forecast 2024-2032**

Market Report | 2024-06-20 | 180 pages | EMR Inc.

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### **Report description:**

Global Energy Balls Market Report and Forecast 2024-2032

Market outlook

According to the report by Expert Market Research (EMR), the energy balls market size reached a value of USD 369.20 million in 2023. Aided by the increasing demand for convenient and nutritious snack options and the growing trend of health and wellness, the market is projected to further grow at a CAGR of 6.5% between 2024 and 2032 to reach a value of USD 648.75 billion by 2032. Energy balls, also known as energy bites or protein balls, are nutrient-dense snacks made from ingredients like nuts, seeds, dried fruits, oats, and natural sweeteners. These snacks are rich in protein, fibre, healthy fats, and essential vitamins and minerals, making them an ideal option for a quick energy boost. Energy balls are popular among health-conscious consumers, athletes, and fitness enthusiasts due to their convenience, portability, and nutritional benefits.

The increasing consumer preference for convenient and nutritious snack options is driving the energy balls market growth. With the growing awareness of the health benefits associated with consuming wholesome and nutrient-dense foods, there has been a significant shift towards healthier snack choices. Energy balls, being a rich source of protein, fibre, and healthy fats, have gained popularity as a healthy and convenient snack option, particularly among busy professionals, students, and fitness enthusiasts.

The rising trend of health and wellness also plays a significant role in the growth of the market. The increasing focus on maintaining a healthy lifestyle and achieving fitness goals has led to a surge in demand for functional foods and snacks that provide sustained energy and essential nutrients. Energy balls, with their high nutritional profile, are becoming a preferred choice for individuals looking to fuel their workouts, manage weight, and support overall well-being.

The expanding applications of energy balls in various sectors significantly contribute to the market's growth. In the retail sector, energy balls are widely available in supermarkets, convenience stores, health food stores, and online platforms, catering to the growing demand for healthy snack options. The increasing number of specialty stores and the rising popularity of e-commerce have further boosted the accessibility and availability of energy balls, consequently driving up the energy balls market share. In the sports nutrition sector, energy balls are gaining traction as a convenient and effective source of pre-workout and post-workout nutrition. Athletes and fitness enthusiasts prefer energy balls for their ability to provide sustained energy, improve performance, and aid in muscle recovery. The growing trend of fitness and sports activities, along with the increasing number of fitness centres and sports clubs, has led to a heightened demand for energy balls in the sports nutrition segment.

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North America holds a significant share in the market, driven by the high consumer awareness of health and wellness and the presence of well-established health food brands. The increasing focus on healthy eating habits and the rising demand for convenient and nutritious snacks have boosted the adoption of energy balls in the region. Moreover, the growing trend of on-the-go snacking and the availability of a wide variety of energy ball flavours and formulations further drive market growth in North America.

As per the energy balls market analysis, Europe is another prominent market for energy balls, with countries like the United Kingdom, Germany, and France being major contributors. The region's well-developed health and wellness industry, along with the rising demand for plant-based and clean label products, has fuelled the adoption of energy balls. Additionally, the increasing popularity of fitness activities and the growing number of health-conscious consumers have encouraged the consumption of energy balls in Europe.

#### Market Segmentation □

The market can be divided based on ingredient, nature, distribution channel, and region

#### Market Breakup by Ingredient

- Nut-based
- Fruit-based
- Chocolate-based
- Others

#### Market Breakup by Nature

- Organic
- Conventional

#### Market Breakup by Distribution Channel

- Hypermarket/Supermarket
- Convenience Stores
- Speciality Stores
- Online
- Others

#### Market Breakup by Region

- North America
- Europe
- Latin America
- Middle East and Africa
- Asia Pacific

#### 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 global energy balls market. Some of the major players explored in the report by expert market research are as follows:

- The Hut.com Limited (Boostball)
- Bounce Brands Limited
- Deliciously Ella Ltd
- The Protein Ball Co
- Fairnatural GmbH
- Just Wholefoods Ltd
- Nuttree SARL
- DIETE SPORT France (OVERSTIM.s)
- Betty Lou's Inc.
- Others

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