Snack Bars Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Dairy, Snacks & Confectionery (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/global-snack-bars-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 20.92 billion
Projected Forecast (2031)	USD 20.92 billion
Growth Rate (CAGR)	8.28 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

```
![Major players in Snack Bars industry](images/chart_2.png)

![Snack Bars Market Size](images/chart_3.png)

![Snack Bars Market Share by Product Type, 2025](images/chart_4.png)

![Snack Bars Market Share by Packaging Format, 2025](images/chart_5.png)

![Snack Bars Market Concentration](images/chart_6.png)

![research-methodology](images/chart_7.svg)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
```

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 21.94 Billion |
Market Size (2031) | USD 32.66 Billion |
Growth Rate (2026 - 2031) | 8.28 % |
Fastest Growing Market | Asia Pacific |
Largest Market | North America |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Snack Bars Market Analysis by Mordor Intelligence

The snack bars market size is expected to grow from USD 20.92 billion in 2025 to USD 21.94 billion in 2026 and is forecast to reach USD 32.66 billion by 2031 at 8.28% CAGR over 2026-2031. As consumers increasingly prioritize convenience and nutrition, portable snack formats are overtaking traditional packaged options, seamlessly fitting into commutes, school routines, and workout schedules. Highlighting the industry's potential, Mars made headlines with its USD 35.9 billion acquisition of Kellanova in 2025, signaling a strategic pivot as major players hedge against waning sales in confectionery and biscuits. With the U.S. Food and Drug Administration tightening its “Healthy” claim standards, set to kick in April 2025, and Europe's Nutri-Score labeling gaining traction, there's a notable shift. Brands are investing heavily in reformulating recipes, leaning towards lower-sugar and higher-protein compositions. However, challenges loom. Rising supply pressures on pea, whey, and rice protein isolates are squeezing gross margins. In response, manufacturers are either locking in long-term contracts or diversifying their protein sources.

Key Report Takeaways
* By product type, cereal and granola bars led with 58.96% of snack bars market share in 2025, while protein and energy bars are advancing at a 9.80% CAGR through 2031.
* By nature, conventional formulations accounted for 82.74% of the snack bars market size in 2025, but organic variants are expanding at a 10.93% CAGR through 2031.
* By packaging format, single-serve SKUs captured 67.82% revenue in 2025, whereas multipacks are projected to grow at a 9.78% CAGR to 2031.
* By distribution channel, supermarkets and hypermarkets commanded 57.57% revenue in 2025; online retail is registering the fastest 11.01% CAGR through 2031.
* By geography, North America represented 45.43% of 2025 sales, while Asia-Pacific is forecast to accelerate at a 9.56% CAGR up to 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Snack Bars Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Growing demand for convenient on-the-go nutrition	+1.8%	Global, with peak intensity in North America, Europe, and urban Asia-Pacific	Medium term (2-4 years)
Rising health and wellness consciousness	+1.5%	Global, strongest in North America and Europe, accelerating in Asia-Pacific	Long term (≥ 4 years)
Product innovation in flavors and functional ingredients	+1.3%	Global, led by North America and Europe, will spill over to the Asia-Pacific	Medium term (2-4 years)
Expansion in emerging economies' modern retail	+1.2%	Asia-Pacific core, Latin America, Middle East and Africa	Long term (≥ 4 years)
Upcycling of food waste into snack-bar ingredients	+0.7%	North America and Europe, early adoption in select Asia-Pacific markets	Long term (≥ 4 years)
Corporate wellness programs distribute snack bars	+0.5%	North America and Europe, nascent in the Asia-Pacific	Medium term (2-4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

In the snack bars market, a handful of players dominate, with General Mills, Mars-Kellanova, Mondelēz, PepsiCo, and Nestlé commanding a significant share of the revenue. In 2025, Mars made headlines with its USD 35.9 billion acquisition of Kellanova, merging expertise in confectionery and cereal bars. This move not only scales up manufacturing but also boosts leverage with retailers. Meanwhile, PepsiCo's strategic USD 1.2 billion acquisition of Siete Foods marks its foray into the realm of grain-free, plant-based snacks, underscoring a preference for authentic niche offerings over building from scratch. Such consolidations bolster their bargaining power with ingredient suppliers, providing a buffer against rising protein-isolate costs.

Emerging disruptors in the snack bars market carve out niches, championing allergen-free, keto, or upcycled ingredients, and resonating with a discerning consumer base. Brands selling directly to consumers harness first-party data, fine-tuning flavors and personalizing subscription timings. Clif Bar’s initiative allows customers to build custom variety packs, offering insights into flavor preferences that influence decisions in physical stores[3]Source: Clif Bar, “Custom Variety Pack E-Commerce,” clifbar.com . Embracing technologies like blockchain for traceability, brands bolster supply-chain transparency, appealing to environmentally-conscious shoppers. The competitive landscape also spans marketing avenues; campaigns on TikTok, spotlighting eye-catching ingredients, spark viral interest, posing a challenge to established players.

Ingredient shortages drive competitors and suppliers to collaborate on research and development. In a bid to stabilize yields, pea protein processors are co-investing in crop resilience initiatives in Canada. Industry coalitions engage with regulators, advocating for unified fortification standards to simplify formulations across regions. Retailers are streamlining their SKU offerings, favoring brands that demonstrate quick turnover and consistent supply. As private-label products gain traction, national brands are turning to cause marketing and eco-friendly packaging as strategies to validate their premium pricing. The snack bars market, while dominated by major players, still offers a platform for specialists, as long as they stay attuned to evolving nutrition and sustainability standards.

Snack Bars Industry Leaders* General Mills Inc.

* Kellogg Company

* Mars Incorporated

* Mondelēz International Inc.

* Nestlé SA

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Snack Bars Market Report ScopeA snack bar is a ready-to-eat food made from grains, dried fruits, nuts, seeds, or protein, offering quick energy or nutrients as a convenient snack. The Snack Bars Market is Segmented by Product Type, Nature, Packaging Format, Distribution Channel, and Geography. By Product Type, the market is segmented into Cereal and Granola Bars, Protein/Energy Bars, and Fruit and Nut/Seed Bars. By Nature, the market is segmented into Conventional and Organic. By Packaging Format, the market is segmented into Single-Serve and Multipack. By Distribution Channel, the market is segmented into Supermarkets and Hypermarkets, Convenience Stores, Online Retail, Specialty Stores, and More. By geography, the market is segmented into North America, Europe, Asia-Pacific, South America, and the Middle East and Africa. The Market Forecasts are Provided in Terms of Value (USD) and Volume (Tons).

Product TypeCereal and Granola Bars |

Protein/Energy Bar |
Fruit and Nut/Seed Bar |

Segmentation Accordion Item

GeographyNorth America | United States |
 | Canada |
 | Mexico |
 | Rest of North America |
Europe | United Kingdom |
 | Germany |
 | France |
 | Italy |
 | Spain |
 | Sweden |
 | Belgium |
 | Poland |
 | Netherlands |
 | Rest of Europe |
Asia-Pacific | China |
 | Japan |
 | India |
 | Thailand |
 | Singapore |
 | Indonesia |
 | South Korea |
 | Australia |
 | New Zealand |
 | Rest of Asia Pacific |
South America | Brazil |
 | Argentina |
 | Peru |
 | Colombia |
 | Chile |
 | Rest of South America |
Middle East and Africa | South Africa |
 | Nigeria |
 | Egypt |
 | Morocco |
 | Turkey |
 | Rest of Middle East and Africa |

Frequently Asked Questions

What is the current value of the snack bars market?

The snack bars market size is expected to grow from USD 20.92 billion in 2025 to USD 21.94 billion in 2026 and is forecast to reach USD 32.66 billion by 2031 at 8.28% CAGR over 2026-2031.

Which product category is growing fastest within snack bars?

Protein and energy bars are registering a 9.80% CAGR through 2031, outpacing all other segments.

How will new FDA regulations affect snack bar formulations?

From April 2025, bars labeled "Healthy" must contain no more than 2.5 g added sugars, driving industry-wide reformulation toward lower-sugar, nutrient-dense recipes.

Which distribution channel is set to gain the most share?

Online retail is forecast to grow at an 11.01% CAGR, supported by direct-to-consumer subscriptions and marketplace algorithms.

Why are multipack formats becoming more popular?

E-commerce subscriptions and warehouse-club shoppers favor cost savings, flavor variety, and reduced shipping emissions that multipacks deliver.

What regions offer the highest growth potential?

Asia-Pacific leads with a 9.56% CAGR, driven by urbanization, rising incomes, and rapid convenience-store expansion.