About Cereal Bars

A cereal bar is made up of oats, nuts, honey, dry fruits, and puffed rice rolled in a bar shape. It is offered in various flavors such as peanut butter, chocolate, caramel, banana, honey, and strawberry. It contains high protein, low carbohydrates, high fiber, vitamins, minerals, low sodium, and antioxidants.

The analysts forecast the Global Cereal Bar market to grow at a CAGR of 3.77 percent over the period 2013-2018.

 Covered in this Report
The Global Cereal Bar market can be segmented into three categories: Snack Bar, Energy Nutrition Bar, and Other Cereal Bar.

The report, the Global Cereal Bar Market 2014-2018, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the Americas, Europe and the MEA and APAC regions; it also covers the Global Cereal Bar market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Regions
- Europe
- Americas
- MEA
- APAC

Key Vendors
- General Mills
- Kellogg
- Nestle
- Quaker Oats

Other Prominent Vendors
- Atkins Nutritionals
- Clif Bar
- General Mills
- Kashi
- Mars
- MCKee Foods
- Naturell India
- Pharmavite

Key Market Drivers
- Rise in Health-conscious Population
- For a full, detailed list, view our report

Key Market Challenges
- Threat of Substitutes
- For a full, detailed list, view our report

Key Market Trends
- Increase in Demand from Developing Countries
- For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2018 and what will the growth rate be?
- What are the Key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?

The report is also available as part of our annual subscription offer. Please get in touch with our customers service team in order to find out more.

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