

**Manufacturing Business  
of Protein Bar, Health Bar,  
Energy Bar, Nutrition Bar.**



# Introduction

**Protein bars are a nutritional supplement that provides protein, and potentially other nutrients, to your diet. Protein bars are a great alternative to unhealthy snacks. Tasty and filling, they can help ward off cravings and make sticking to your healthy eating plan much easier.**

**Energy bars are being marketed heavily and a multitude of brands are available in supermarkets, drug stores, and health food stores. Energy bars are convenient, travel well, and many contain reasonable amounts of fat, saturated fat, and sodium. Many are a good source of high quality protein without the cholesterol and saturated fat of high fat animal protein sources. Energy bars are easy to bring along with you and will not melt if they are exposed to heat all day.**



**Energy bars have been part of the outdoor scene since the Crusades in the middle Ages-and possibly before. Crusaders tucked an energy bar called the pan forte (a mix of flour, honey, shortening, nuts, and dried fruit) into their tunics to give a lift during long marches. Energy bars are usually more calorie- and carbohydrate-dense to provide you with your body's preferred source of fuel (glycogen) while keeping you energized and satiated until your next meal. Energy bars, which are generally made up of fruits, grains and other carbohydrate-rich foods.**



**Protein bars include isolated protein from one or more sources; for example, milk, soy or eggs. They can include other ingredients as well that offer carbohydrates, fats, vitamins or minerals to bolster your intake of these nutrients, and they typically come in a variety of flavors for improved taste.**

**Protein bars are high protein, less carbohydrate foods that are consumed mostly by body builders, athletes, and weight watchers. Protein bars are a popular post workout food as they supply proteins needed for muscle enhancement minus the extra calories.**

**Most commercial protein bars have whey, milk or soy protein as their main ingredient. Some other ingredients included are eggs, sugar, peanuts, oats, and bananas. Chocolate, blueberries, hazelnut, butter and yogurt are also added as taste enhancers.**

## **Some of the Protein Bars Benefits are as Follows:**

- **It provides muscle-enhancing proteins**
- **It helps curb appetite and reduce body fat**
- **They lower triglycerides, cholesterol, and blood pressure**
- **They are low in carbohydrates, sugar and fat, i.e., low in calories**
- **Protein bars make for a convenient and non-messy snack**

# Market Outlook

**The nutrition bars market in India is anticipated to grow at a CAGR of more than 29% during 2015- 2020 on account of increasing working population, rising per capita expenditure, growing incidences of lifestyle diseases and surging youth population. India nutrition bars market has a large base of young consumers, which account for majority of the workforce in the country and hardly find time for traditional cooking due to their busy schedule.**



**As nutrition bar can be easily consumed at office spaces as well as during travel, young consumers are increasingly including nutrition bars in their daily diet plans.**

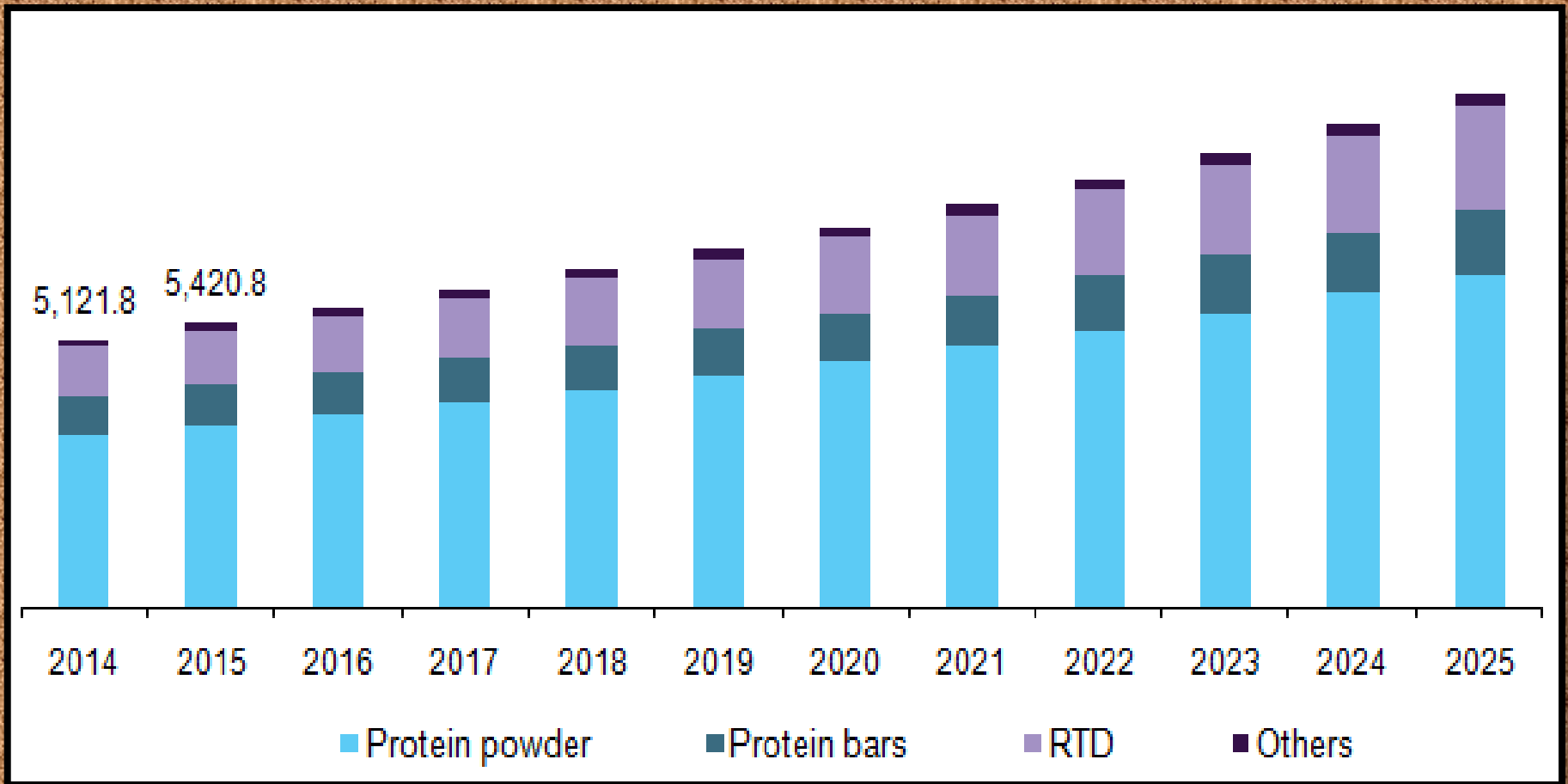
**Nutrition bars market in India is still in its embryonic stage, predominantly due to high product prices. However, the market is anticipated to grow at a significant pace during forecast period on account of increasing health conscious consumers and rising number of obesity and lifestyle related diseases in the country.**

**Other key reasons attributed to boost market demand include changing lifestyle, rising disposable income and increasing middle class households. Moreover, nutrition bars manufacturers are playing crucial role in creating awareness among consumers by organizing various health camps where consumers can seek consultation from nutrition experts and dieticians.**

**'Nutrition bars provide a very convenient and easy way to supply essential nutrients to the body. Although the concept of these bars is still new in India, it is anticipated that these bars will become popular among consumers in the years to come. With increasing demand for healthy and nutritious food in the country, demand for nutrition bars is growing at a robust pace and it is expected to carve out a portion of the chocolate market by 2020.'**

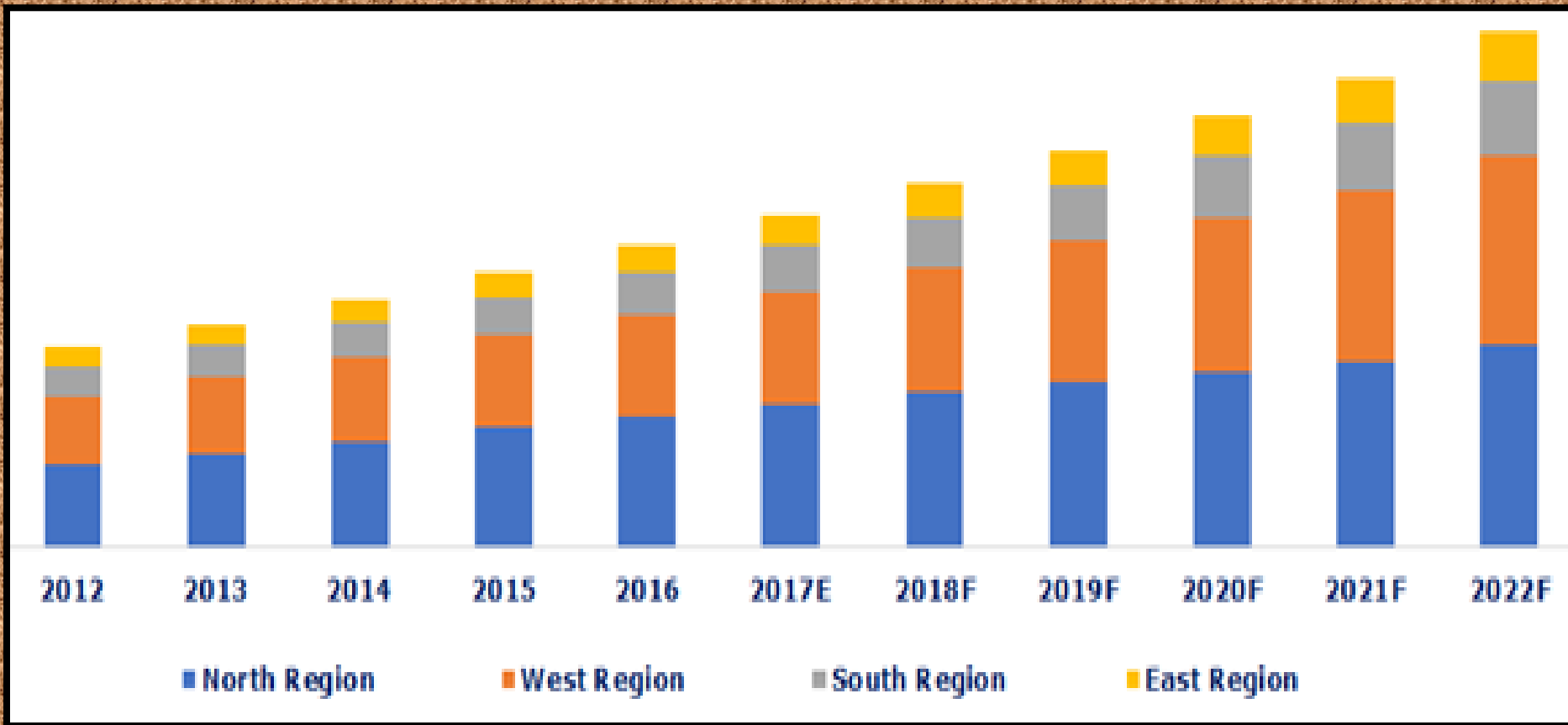
**Increasing consumer preference for healthy and nutritional alternative for meal to save time such as nutritional bar or energy bar which contains high protein and fiber content is expected to register an increase in demand for nutrition bar. Also, increased demand for nutritional bar for weight management with low fat and calorie products is expected to fuel the market over the forecast period. Nutritional bar is marketed as a meal replacement bars which contains high fiber ingredients, cereals, and carbohydrates to fulfil essential requirement of a meal and is served as breakfast meal in North America giving on-the-go people an easy alternative to skipping breakfast.**

# U.S. Protein Supplements Market Revenue, By Product, 2014 - 2025 (USD Million)





# India Energy Bars Market Size, By Region, By Value, 2012.2022F



# Machinery Photographs



**Boiled Sugar Pot**



**Screw Conveyor**



**Mixer**



**Cooling Conveyor**



**Automatic Forming Machine**





**Chocolate Enrober**



**Packing Machine**



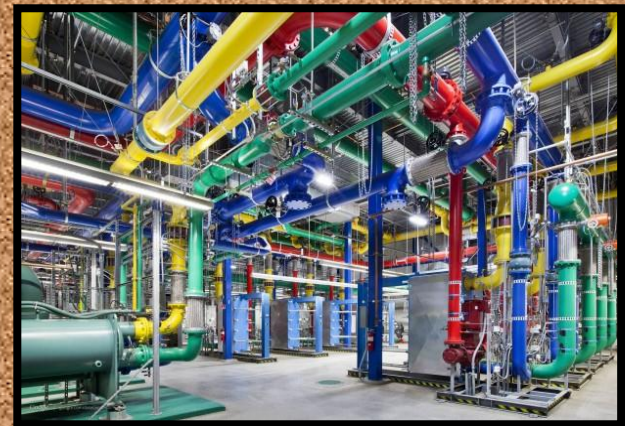
**Weighing Balance**



**Coding Machine**



**Piping & Fittings**



# Few Indian Major Players are as under

- **Birla Research & Life sciences Ltd.**
- **Cosmic Kitchen Pvt. Ltd.**
- **Dukes Products (India) Ltd.**
- **Innovative Foods Ltd.**
- **Naturell (India) Pvt. Ltd.**
- **Natures Basket Ltd.**
- **Nihar Info Global Ltd.**
- **Patanjali Ayurved Ltd.**
- **Surya Foods & Agro Ltd.**
- **Vestige Marketing Pvt. Ltd.**

# Project at a Glance

## PROJECT AT A GLANCE

(` in lacs)

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	135.00	135.00	Capital	0.00	161.15	161.15
Buildings	0.00	93.80	93.80	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	129.95	129.95	Other Type Share			
Motor Vehicles	0.00	12.00	12.00	Capital	0.00	0.00	0.00
Office Automation Equipments	0.00	56.50	56.50	Reserves & Surplus	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	25.00	25.00	Cash Subsidy	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Internal Cash Accruals	0.00	0.00	0.00
Preliminary & Pre-operative Exp	0.00	5.00	5.00	Long/Medium Term Borrowings	0.00	483.44	483.44
Provision for Contingencies	0.00	12.00	12.00	Debentures / Bonds Unsecured	0.00	0.00	0.00
Margin Money - Working Capital	0.00	175.33	175.33	Loans/Deposits	0.00	0.00	0.00
<b>TOTAL</b>	<b>0.00</b>	<b>644.59</b>	<b>644.59</b>	<b>TOTAL</b>	<b>0.00</b>	<b>644.59</b>	<b>644.59</b>





# Project at a Glance

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value
	EPS	CEPS	Per Share		Per Share	Per Share		%		No.of Times	%
1-2	7.11	9.61	17.11	24.00	0.00	100.00	7.11	0.00	7.11	1.00	0.00
2-3	10.07	12.27	27.17	18.00	0.00	100.00	10.07	0.00	10.07	1.00	0.00
3-4	12.98	14.91	40.15	12.00	0.00	100.00	12.98	0.00	12.98	1.00	0.00
4-5	15.78	17.49	55.94	6.00	0.00	100.00	15.78	0.00	15.78	1.00	0.00
5-6	18.47	19.97	74.40	0.00	0.00	100.00	18.47	0.00	18.47	1.00	0.00



# Project at a Glance

Year	D. S. C. R.			Debt / Equity - Deposits Debt	Equity as-Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individual	Cumulative	Overall					GPM	PBT	PAT	Net Contribution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%	%			
Initial				3.00	3.00									
1-2	1.39	1.39		1.40	1.40	3.12		15.97%	8.88%	5.89%	985.35	50.69%	1.74	1.24
2-3	1.73	1.55		0.66	0.66	1.92		17.21%	11.09%	7.15%	768.39	33.88%	1.80	1.37
3-4	2.13	1.73	2.12	0.30	0.30	1.27		18.02%	12.65%	8.07%	869.09	33.53%	1.79	1.53
4-5	2.60	1.92		0.11	0.11	0.89		18.55%	13.75%	8.72%	969.78	33.26%	1.73	1.71
5-6	3.17	2.12		0.00	0.00	0.65		18.87%	14.52%	9.19%	1070.48	33.04%	1.64	2.13



# Project at a Glance

## BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	47.85%
Total BEP (% of Installed Capacity)	50.11%
IRR, PAYBACK and FACR	
Internal Rate of Return .. ( In %age )	31.54%
Payback Period of the Project is ( In Years )	2 Years 3 Months
Fixed Assets Coverage Ratio ( No. of times )	10.488



# Major Queries/Questions Answered in the Report?

- 1. What is Protein Bar Manufacturing industry ?**
- 2. How has the Protein Bar Manufacturing industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of Protein Bar Manufacturing Project ?**
- 4. What are the requirements of Working Capital for setting up Protein Bar Manufacturing plant ?**

- 5. What is the structure of the Protein Bar Manufacturing Business and who are the key/major players ?**
- 6. What is the total project cost for setting up Protein Bar Manufacturing plant ?**
- 7. What are the operating costs for setting up Protein Bar Manufacturing Business ?**
- 8. What are the machinery and equipment requirements for setting up Protein Bar Manufacturing Plant?**



**9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Protein Bar Manufacturing plant ?**

**10. What are the requirements of raw material for setting up Protein Bar Manufacturing plant ?**

**11. Who are the Suppliers and Manufacturers of Raw materials for setting up Protein Bar Manufacturing plant ?**

**12. What is the Manufacturing Process Protein Bar ?**



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# Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**

- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

# Our Approach:

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

## **Scope of the Report**

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Protein Bar ” provides an insight into the Protein Bar market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Protein Bar project. The report assesses the market sizing and growth of the Indian Protein Bar Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:



- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

**We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Protein Bar sector in India along with its business prospects. Through this report we have identified Protein Bar project as a lucrative investment avenue.**

# Tags

How to Start Protein Bar Company, Protein Bar Production, Protein Bar Manufacturing Plant, Making of Protein Bars, Protein Bar Making Process, Production of Energy Bar, Energy Bar Manufacturing, Manufacture of Protein Bars, Energy Bar Manufacturing Project, Health Bar Production, How to Make Protein Bar, How to Start Healthy Energy Bar Manufacturing Business, How to Make Energy Bars, Start an Energy Bar Business, Energy Bar Production, Energy Bars Manufacturing Unit, Bar Processing, Healthy Profit In Energy Bar Business, How to Start Nutrition Bar Business, Food Processing, Nutrition Bar Making Process, Bar Production, How to Start Energy Bar Manufacturing Process, Nutrition Bar Manufacturing Business, Health Bar Manufacturing Unit, How to Start Energy Bar Manufacturing Industry, Energy Bar Manufacturing Business Opportunity, Business Plan for Nutrition Bar Manufacturing, Energy Bar Making Business Plan, Energy Bar Production, Protein Bar Industry in India, Business Plan for Starting Health Bar Manufacturing Industry, Nutrition Bar Manufacturing project ideas, Projects on Small Scale Industries, Small scale industries projects ideas, Nutrition Bar Manufacturing Based Small Scale Industries Projects,

Project profile on small scale industries, How to Start Nutrition Bar Manufacturing Industry in India, Energy Bar Manufacturing Projects, New project profile on Energy Bar Manufacturing industries, Project Report on Protein Bar Production Industry, Detailed Project Report on Protein Bar Production, Project Report on Protein Bar Production, Pre-Investment Feasibility Study on Energy Bar Manufacturing, Techno-Economic feasibility study on Energy Bar Manufacturing, Feasibility report on Nutrition Bar Manufacturing, Free Project Profile on Protein Bar Production, Project profile on Energy Bar Manufacturing, Download free project profile on Nutrition Bar Manufacturing, Industrial Project Report, Project consultant, Project consultancy, NPCS, Niir, Process technology books, Business consultancy, Business consultant, Project identification and selection, Preparation of Project Profiles, Startup, Business guidance, Business guidance to clients, Startup Project for Nutrition Bar Manufacturing

**Niir Project Consultancy Services (NPCS)**  
**can provide Detailed Project Report on**  
**Manufacturing Business of Protein Bar,**  
**Health Bar, Energy Bar, Nutrition Bar.**

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## Reports:

### ▪ Detailed Project Reports

**NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.**

**Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.**



**And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:**

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**The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,**



**Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.**

**We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](#)**



# Contact us

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# **Niir PROJECT CONSULTANCY SERVICES**

**An ISO 9001:2015 Company**



[www.entrepreneurindia.co](http://www.entrepreneurindia.co)

# Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



*We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.*



*We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.*



# What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Business Plan*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*





# How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*





# Our Approach

**Requirement collection**

**Thorough analysis of the project**

**Economic feasibility study of the Project**

**Market potential survey/research**

**Report Compilation**

# Contact us

## NIIR PROJECT CONSULTANCY SERVICES

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