

## **Sweet Biscuits, Snack Bars and Fruit Snacks in Denmark**

Market Direction | 2022-07-12 | 29 pages | Euromonitor

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### **Report description:**

Sweet biscuits, snack bars and fruit snacks is seeing healthy growth in current value terms in 2022 while volume growth looks more stagnant at zero. While the pandemic boosted sales of sweet biscuits as people were snacking significantly more while spending more time at home, on-the-go products like snack bars and fruit snacks saw their growth slow down in 2020 and 2021. This dynamic is reversing in 2022 as people get back to work and activities and opt for on-the-go products from convenience st...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Denmark report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Fruit Snacks, Snack Bars, Sweet Biscuits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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#### **2022 DEVELOPMENTS**

Resumption of normal life activities sees greater demand for on-the-go snack bars and fruit snacks

New product launches in snack bars as Danes get back to work and sports activities

New product developments focus on health and sustainability

#### **PROSPECTS AND OPPORTUNITIES**

New product developments and social media marketing will widen the consumer base and drive strong growth for snack bars

Growth of fruit snacks to be aided by consumers preferring them over sugar confectionery from a health point of view

Facing the negative impact of health and wellness on sweet biscuit sales, manufacturers will retain custom with healthier and sustainable new products

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