

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Sweet Biscuits, Snack Bars and Fruit Snacks in Denmark

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List Of Contents And Tables

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN DENMARK

KEY DATA FINDINGS

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

CATEGORY DATA

Table 1 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 7 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 9 NBO Company Shares of Snack Bars: % Value 2018-2022

Table 10 □LBN Brand Shares of Snack Bars: % Value 2019-2022

Table 11 □NBO Company Shares of Fruit Snacks: % Value 2018-2022

Table 12 □LBN Brand Shares of Fruit Snacks: % Value 2019-2022

Table 13 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 14 □Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 15 □Distribution of Snack Bars by Format: % Value 2017-2022

Table 16 □Distribution of Fruit Snacks by Format: % Value 2017-2022

Table 17 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 18 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 19 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 20 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

SNACKS IN DENMARK

EXECUTIVE SUMMARY

Snacks in 2022: War in Ukraine raises food prices in Denmark

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Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 21 Sales of Snacks by Category: Volume 2017-2022

Table 22 Sales of Snacks by Category: Value 2017-2022

Table 23 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 24 Sales of Snacks by Category: % Value Growth 2017-2022

Table 25 NBO Company Shares of Snacks: % Value 2018-2022

Table 26 LBN Brand Shares of Snacks: % Value 2019-2022

Table 27 Penetration of Private Label by Category: % Value 2017-2022

Table 28 Distribution of Snacks by Format: % Value 2017-2022

Table 29 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 30 □Forecast Sales of Snacks by Category: Value 2022-2027

Table 31 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 32 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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