

## **Sweet Biscuits, Snack Bars and Fruit Snacks in the US**

Market Direction | 2022-07-12 | 33 pages | Euromonitor

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### **Report description:**

Consumers' awareness of health claims and benefits has extended into snacks. Sweet biscuits seems like a category in which the consumer has already decided to indulge, rather than be concerned about health; however, this is not entirely true. Taking a look at a company such as Lenny & Larry's, it recently unveiled two new SKUs, one focused on high protein and another centred on the keto claim. Although it saw a strong sales decline in 2020, it managed to capitalise on the consumer health trend a...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in USA 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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