

Sweet Biscuits, Snack Bars and Fruit Snacks in Peru

Market Direction | 2022-07-14 | 26 pages | Euromonitor

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Report description:

Sweet biscuits are by far the Peruvians favourite snack often consumed at home or when out in the grab-and-go formats. Since 2019, volume sales have declined following labelling changes that require products high in sugar and fat to feature an octagon label followed by a change in consumption due to the pandemic. During 2020 and 2021, sweet biscuit consumption occasions dropped as consumers spent more time at home and families were not preparing lunch boxes for kids. Renewed demand for sweet bis...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Peru 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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2022 DEVELOPMENTS

Sweet biscuits return as the preferred snack

Snack bar consumption improves but category is small

Fruit snacks packaged vs loose format

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Competition will provide category with new impetus

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