

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

Market Direction | 2022-09-05 | 26 pages | Euromonitor

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### **Report description:**

Sweet biscuits, snacks bars and fruit snacks witnessed double-digit current value growth in 2022 owing to the rapid increase in commodity prices. The category is highly dependent on wheat as a raw material, but a global shortage has arisen due to the war in Ukraine. Product costs have thus risen forcing manufacturers to raise average prices. Rising inflation has only accentuated the price rise resulting in a subsequent decline in category consumption. The switch away from sweet biscuits for heal...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Estonia 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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Mondelez Eesti OU remains the leader thanks to its strong marketing support

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What next for snacks?

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