

Sweet Biscuits, Snack Bars and Fruit Snacks in Poland

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Report description:

Healthy features and added properties continue to be a highly important feature in sweet biscuits, snack bars and fruit snacks for Polish consumers after pandemic led to increased focus on self-care and health awareness. As such, manufactures are investing in launching new products with beneficial qualities. For example, the brand Biszkopty Wroclawskie by Mamut introduced its plain biscuits in a simple, sugar-free format, emphasising its relation to tradition and simplicity in its marketing.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Poland 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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Foodservice return and import issues are hindering growth

Private label to see rising share thanks to cheap prices and improving quality

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