

Sweet Biscuits, Snack Bars and Fruit Snacks in Romania

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Report description:

Like all other snacks categories, the performance of sweet biscuits, snack bars and fruit snacks will be heavily influenced by the impact of price hikes on energy, fuel, and raw materials as well as the detrimental impact this inflation is having on consumers' disposable incomes. With category items becoming more expensive and consumers cutting down on purchases of non-essential products, retail volume growth will further decelerate in 2022. When consumers do purchase sweet biscuits, snack bars...

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

Slowing volume growth as prices increase, purchasing power decreases, and on-the-go consumption does not fully resume

Rising demand for snacks bars with natural ingredients and protein

Sandwich-format sweet biscuits maintain the largest share of filled biscuits

PROSPECTS AND OPPORTUNITIES

Continued growth expected thanks to range of consumption occasions

Snacks bars and digestive biscuits to benefit from nutritional claims amidst rising health and wellness trend

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