

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

Market Direction | 2022-09-14 | 24 pages | Euromonitor

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### **Report description:**

In retail value terms, sweet biscuits, snack bars and fruit snacks is projected to see higher growth in 2022 than in 2021, as health-positioned dried fruit and snack bars record the fastest increases. As consumers return to pre-pandemic lifestyles, including outdoor activities, demand for fruit snacks and snack bars, which are typically consumed on-the-go, has increased. Plains biscuits remains the largest category. Plain biscuits are often used as ingredients for cakes and other sweets and deli...

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

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#### **2022 DEVELOPMENTS**

Return to outdoor activities boosts demand for health-positioned fruit snacks and snack bars

On-the-go consumption of healthier options spurs growth in dried fruit and cereal bars

The leading players invest in new launches and marketing, while Lidl boosts private label

#### **PROSPECTS AND OPPORTUNITIES**

Accelerated growth rates anticipated in the early-to-mid-forecast period before stabilisation sets in

Dried fruit and cereal bars are projected to benefit from the demand for healthier on-the-go snacks

Innovations and modern retailing developments predicted to widen the choice for consumers

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What next for snacks?

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