

## **Sweet Biscuits, Snack Bars and Fruit Snacks in the Czech Republic**

Market Direction | 2022-09-12 | 28 pages | Euromonitor

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### **Report description:**

The overall consumption of sweet biscuits was on the wane before the onset of the Coronavirus (COVID-19) pandemic. In 2020 and 2021, the rate of decline in retail volume slowed, compared to the early review period, as some consumers endured home seclusion by treating themselves to chocolate coated biscuits and cookies. Nonetheless, consumers continued to consume fewer standard sweet biscuits in favour of health and wellness options, as awareness of the importance of diet and health increas...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Czech Republic 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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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Fewer at-home snack occasions and shift to healthier options slow consumption growth of sweet biscuits

Healthier alternative to sweet treats perception boosts appeal of fruit and nut bars and protein/energy bars

Retailers develop already strong private label offer with health and wellness versions

##### PROSPECTS AND OPPORTUNITIES

Indulgence aspect to continue to grow interest in chocolate coated biscuits and cookies amid a shift to HW sweet biscuits

Cereal bars is likely to require promotions and innovation to compete with fruit and nut bars and protein/energy bars

Premium-freeze-dried fruit may see more growth opportunities as the economic situation stabilises

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