

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

Market Direction | 2022-11-23 | 29 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

After two years of the COVID-19 pandemic, 2022 also began with restrictions for many Germans, and due to high case numbers, there was still general restraint in Germans' purchasing behaviour. However, many restrictions were eased in spring 2022 and consumer mobility has been increasing once again. This is expected to continue for the rest of the year, and on-the-go consumption, which suffered in 2020 and 2021, is set to rise accordingly. Retail volumes of sweet biscuits, snack bars and fruit sna...

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Sweet Biscuits, Snack Bars and Fruit Snacks in Germany  
Euromonitor International  
November 2022

### List Of Contents And Tables

#### SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN GERMANY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Pandemic restrictions have less impact on consumer behaviour in 2022

Producers are facing new challenges due to the war in Ukraine

Snacks containing fruit see higher demand due to the health trend

##### PROSPECTS AND OPPORTUNITIES

Private label is going premium

Health concerns may impact sales in the future

The hemp trend is strong, but not long-lasting

##### CATEGORY DATA

Table 1 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 7 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 9 NBO Company Shares of Snack Bars: % Value 2018-2022

Table 10 □LBN Brand Shares of Snack Bars: % Value 2019-2022

Table 11 □NBO Company Shares of Fruit Snacks: % Value 2018-2022

Table 12 □LBN Brand Shares of Fruit Snacks: % Value 2019-2022

Table 13 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 14 □Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 15 □Distribution of Snack Bars by Format: % Value 2017-2022

Table 16 □Distribution of Fruit Snacks by Format: % Value 2017-2022

Table 17 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 18 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 19 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 20 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

##### SNACKS IN GERMANY

##### EXECUTIVE SUMMARY

Snacks in 2022: The big picture

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

#### MARKET DATA

Table 21 Sales of Snacks by Category: Volume 2017-2022

Table 22 Sales of Snacks by Category: Value 2017-2022

Table 23 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 24 Sales of Snacks by Category: % Value Growth 2017-2022

Table 25 NBO Company Shares of Snacks: % Value 2018-2022

Table 26 LBN Brand Shares of Snacks: % Value 2019-2022

Table 27 Penetration of Private Label by Category: % Value 2017-2022

Table 28 Distribution of Snacks by Format: % Value 2017-2022

Table 29 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 30 □Forecast Sales of Snacks by Category: Value 2022-2027

Table 31 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 32 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Sweet Biscuits, Snack Bars and Fruit Snacks in Germany

Market Direction | 2022-11-23 | 29 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-03
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com