

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

Market Direction | 2022-11-23 | 31 pages | Euromonitor

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### **Report description:**

Overall, sweet biscuits, snack bars and fruit snacks is experiencing a positive performance in 2022, as Swiss consumers are seeking convenient snacking options for either at-home or on-the-go consumption. This is also being further boosted by the return to out-of-home activities and busier lifestyles, with consumers having less time to prepare snacks at home. Healthy-positioned subcategories, such as snack bars and dried fruits are benefiting from health and wellness trends, whereas sweet biscui...

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

#### **2022 DEVELOPMENTS**

Positive performance in 2022 driven by convenience, busy lifestyles, and health and wellness trends

Innovation is a key competitive strategy in sweet biscuits, snack bars and fruit snacks

Potato chips player Zweifel is expanding its sweet biscuits portfolio

#### **PROSPECTS AND OPPORTUNITIES**

Positive outlook expected, with the healthiest positioned products seeing the best performance

Sweet biscuits will continue to be negatively impacted by health and wellness trends

Mondelez leads the way in permissible indulgence to allow for a guilt free snacking experience

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

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What next for snacks?

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