

Sweet Biscuits, Snack Bars and Fruit Snacks in France

Market Direction | 2022-07-08 | 31 pages | Euromonitor

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Report description:

Fruit snacks and dried fruit continue to see steady growth as French consumers opt for these perceived healthier snacks, which are also increasingly available in smaller and more accessible formats for snacking. Many supermarkets now sell dried fruit in bulk formats as well, in line with part of the new Climate Law in which supermarkets have to adapt 20% of their sales through bulk formats by 2030. It is noted that fast-moving consumer goods companies (FMCGs) and grocery retailers are responsibl...

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

December 2022

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Fruit snacks and dried fruit see steady growth, as consumers opt for snacks which are perceived to be healthier

Sweet biscuits sees some activity, but is struggling to achieve notable growth overall

Cereal bars regain some lost ground as consumers return to on-the-go lifestyles

PROSPECTS AND OPPORTUNITIES

Ferrero's brands see variable performance, as the player relaunches the less popular products with new recipes

Organic products continue to be launched, from plain to indulgent and fitting the Frenchness trend

Rising prices overall set to actually benefit small treats such as chocolate and filled biscuits, as consumers seek comfort indulgences

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