

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

Market Direction | 2023-06-29 | 24 pages | Euromonitor

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### **Report description:**

Sweet biscuits, snack bars and fruit snacks are expected to register muted constant value growth, as inflation still remains high, as well as muted volume growth. This sector was particularly affected by the rising price of wheat, with Ukraine traditionally the supplier of wheat, but prices and supplies were affected by the Russian invasion. In particular, sweet biscuits is expected to have a weak performance, with only marginal volume growth.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Estonia 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 2018-2022, 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 2027, 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  
June 2023

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#### **2023 DEVELOPMENTS**

Only marginal increase in volume sales for sweet biscuits, as rising price of wheat feeds into higher prices

Mondelez remains the leader, thanks to its strong marketing support

Dried fruit and snack bars register healthy volume growth.

#### **PROSPECTS AND OPPORTUNITIES**

Mixed picture over the forecast period

Products with functional ingredients a key growth area

Significant growth for protein/energy bars, though from low base

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