

Sweet Biscuits, Snack Bars and Fruit Snacks in Georgia

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Report description:

In 2023, sweet biscuits, snack bars and fruit snacks has continued to experience positive growth in both retail volume and current value sales, driven by several factors. Firstly, the snackification trend is driving consumers towards more convenient and portable snack options, resulting in a shift from unpacked to packaged sweet biscuits which started in 2020-2021. Secondly, there has been a growing trend towards home consumption of sweet biscuits, further fuelling the growth of this category. L...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Georgia 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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Lack of innovation limits overall category potential

Leading players secure positions in fragmented category

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