

Sweet Biscuits, Snack Bars and Fruit Snacks in Peru

Market Direction | 2023-06-30 | 27 pages | Euromonitor

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Report description:

Sweet biscuits is an important category among Peruvians, with such products much appreciated and regularly consumed. Sales registered significant growth in 2022 with a similar performance expected in 2023, which will enable the category to exceed pre-pandemic levels. The growth will be greater in terms of value than in volume due to the significant price increases due to high inflation in the country. Although several industry players have endeavoured to avoid passing the entirety of the increas...

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

2023 DEVELOPMENTS

Sweet biscuits is a popular category and achieves significant growth thanks to its competitive prices, good distribution and high dynamism

Filled biscuits remains by far the most popular sweet biscuits characterised by strong competition between brands, innovation and an important presence across channels

Although snack bars is a small category its growth is being driven by cereal bars and their nutritional value, affordable price and greater consumer dynamism

PROSPECTS AND OPPORTUNITIES

Sweet biscuits, snack bars and fruit snacks grows over the forecast period, especially cereal bars thanks to the latter's nutritional content

Category growth dampened by inflation, while growing health awareness leads to more moderate consumption in the long term

Wafers registers low growth over the forecast period due to a lack of dynamism among the main players

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