

## **Sweet Biscuits, Snack Bars and Fruit Snacks in the Czech Republic**

Market Direction | 2023-06-29 | 25 pages | Euromonitor

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### **Report description:**

With steep price increases caused by high inflation, Czech consumers are increasingly price-conscious and purchasing sweet biscuits, snack bars and fruit snacks through promotions or discounts. Despite this, volume sales have increased as office working resumes and Ukrainian refugees enter the country as the Russian invasion continues.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Czech Republic 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price-conscious consumers seek out discounts, but demographic changes boost volume sales

Healthier alternative to sweet treats perception boosts appeal of fruit and nut bars and protein/energy bars

Retailers develop strong private label offerings in line with health and wellness trend

#### PROSPECTS AND OPPORTUNITIES

Premium-freeze-dried fruit may see more growth opportunities as the economy stabilises

High-protein snacks will continue to replace full meals for the younger generation

Cereal bars is likely to require promotions and innovation to compete with fruit and nut bars and protein/energy bars

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