

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

Market Direction | 2023-07-03 | 25 pages | Euromonitor

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### **Report description:**

Despite robust growth in volume sales of sweet biscuits, snack bars, and fruit snacks in 2022, the growth is expected to weaken in the current year. The strong demand for traditional filled biscuits known as "alfajores" was driven by children returning to reopened schools, while protein/energy bars and cereal bars were popular among consumers who work out and engage in sports. During this time, leader brands gained ground, with consumers indulging in their favourite brands. However, the scenario...

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