

Sweet Biscuits, Snack Bars and Fruit Snacks in Croatia

Market Direction | 2023-07-03 | 24 pages | Euromonitor

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Report description:

The economic uncertainty in the wake of the COVID-19 pandemic and the Russian invasion of Ukraine in 2022 has made more Croatians price-sensitive. Nonetheless, added-value health and wellness trends sustain sufficient value growth and an increased consumer base. The already strong private label presence, especially in fruit snacks, snack bars and sweet biscuits, has strengthened due to the rising cost of living.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Croatia 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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Wafers sidestep negative profiling, but protein/energy bars struggle to gain traction

Kras retains the lead as Koestlin looks to celebrity endorsement to drive growth

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