

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

Market Direction | 2023-07-03 | 29 pages | Euromonitor

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### **Report description:**

In 2023, sweet biscuits, snack bars and fruit snacks continued to be impacted by temporary shortages of grain and other agricultural commodities, due to the ongoing war in Ukraine. Sweet biscuits and cereal bars suffered the most from these shortages, with unit prices, even for private label products, surging over the previous year. These price increases served to moderate the level of volume growth recorded within the category in 2023, with sweet biscuits, especially wafers and chocolate coated...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Hungary 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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High protein trend benefits sales of protein/energy bars

Increased demand for single portion, premium wafers

##### PROSPECTS AND OPPORTUNITIES

Trend towards conscious snacking will lead to growing demand for "better for you" products

Hectic urban lifestyles will benefit premium, single-portion snacks, while children will also be a key consumer target

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