

Sweet Biscuits, Snack Bars and Fruit Snacks in Israel

Market Direction | 2023-07-03 | 26 pages | Euromonitor

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Report description:

The health and wellness trend continued to exert a strong influence on the category in 2022, with protein/energy bars posting the fastest growth in volume terms. Local consumers are increasingly interested in increasing their protein intake, which is associated with a number of health benefits, including increasing energy, improving muscle tone and boosting immunity. In addition, protein bars are increasingly available in more retail outlets, as well as via e-commerce. With the trend towards inc...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Israel 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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Protein/energy bars grow in popularity

Prices continue to rise in 2023

Strauss halts production of plain biscuits

PROSPECTS AND OPPORTUNITIES

Price rises will increase purchase of family packs

Convenient, filling and healthy snack bars will benefit from a return to busy, working lifestyles

Indulgence will remain a key trend

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