

HW Snacks in Italy

Market Direction | 2023-11-07 | 11 pages | Euromonitor

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Report description:

The pandemic adversely affected consumption of snack bars with these products having fallen out of favour as consumers spent more time at home, but with the return to normal life in 2022, sales also returned to growth. Convenience and taste were at the top of the list of consumer demands as they returned to more active lives in 2022 with this favouring sales of snack bars. In line with the healthy eating trend, the most popular products were those with functional claims, a reduced sugar content...

Euromonitor International's HW Snacks in Italy report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the HW 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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Euromonitor International

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HW SNACKS IN ITALY

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High protein snack bars back in favour as pandemic fears subside

Gluten free leads health and wellness snacks in 2022

Caffeine comes under the microscope as consumers look to lead longer, healthier lives

PROSPECTS AND OPPORTUNITIES

Demand for plant-based, vegan, and dairy free ice cream set to rise

Consumers likely to show increasing awareness of the impact of their purchasing decisions on their health and the environment

Digestive health coming into greater focus

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HEALTH AND WELLNESS IN ITALY

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