

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

Market Direction | 2024-06-28 | 28 pages | Euromonitor

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### **Report description:**

Sweet biscuits, snack bars, and fruit snacks is seeing a small negative-digit volume slump in 2024, while value is better supported by high unit prices. Snack bars is seeing the strongest retail value sales, along with seeing a fairly modest volume decline. Snack bars, in particular, are supported by such products' alignment with health and wellbeing trends, however, sugar content is still creating challenges - in snack bars through to sweet biscuits. There was a steep hike in VAT for high-sugar...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Romania 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 2019-2023, 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 2028, 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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**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Snack bars support overall category sales due to "healthy" image, but are still affected by sugar VAT

Protein/energy bars maintain healthy positive volume sales

Consumers stay sweet on filled biscuits

**PROSPECTS AND OPPORTUNITIES**

A return to positive volume growth expected, while some uncertainties still remain

Health and wellness trends will drive developments in ingredients and formulations

Modern retail trends will benefit private label and large brands alike

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What next for snacks?

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