

## **Sweet Biscuits, Snack Bars and Fruit Snacks in the United Kingdom**

Market Direction | 2024-06-26 | 32 pages | Euromonitor

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### **Report description:**

Sweet biscuits, fruit snacks and snack bars in the UK was among the snack categories to experience the strongest inflationary pressures in 2023. Adding to the already inflated economy from the previous year, the category experienced another year of double-digit price increases in 2023 due to cost pressures in transportation, energy, labour and raw materials such as wheat, sugar, milk, edible oils and cocoa beans, key ingredients in the category's production, with sweet biscuits being the most se...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in United Kingdom 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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Euromonitor International  
June 2024

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The implementation of HFSS regulation challenges impulse purchases

Desire for indulgence and premiumisation influences new product development

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Category to record steady growth as inflationary pressures ease

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What next for snacks?

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