

Sweet Biscuits, Snack Bars and Fruit Snacks in Belgium

Market Direction | 2024-07-05 | 28 pages | Euromonitor

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Report description:

Consumer demand for sweet biscuits in Belgium was affected by higher prices in 2024. The category suffered from price increases on butter, which pushed up retail prices in 2023 and 2024. Retailers were also forced to increase the price of private label sweet biscuits. Promotional activity became very important during the year, with manufacturers leveraging this to boost demand. Consequently, sweet biscuits registered slight volume growth in 2024. Mondelez Belgium BVBA, the leading player in the...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Belgium 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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Growing demand for protein/energy bars
Healthy snacking supports cereal bars and fruit snacks

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