

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

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

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### **Report description:**

Sales in sweet biscuits, snack bars, and fruit snacks are in a slight overall volume slump in Slovakia in 2024, while value is better supported by unit price growth. That said, while sweet biscuits is seeing a volume slump, fruit snacks and snack bars are faring better in volume sales thanks to aligning with rising health and wellness trends. Consumers are also seeking promotional offers and discounts, from basic biscuits through to functional energy/protein bars, as levels of price sensitivity...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Slovakia 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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July 2024

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**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Sweet biscuits see a slight volume slump, while snack bars and fruit bars fare better due to "healthier" image

Local player IDC maintains its top overall place thanks to its strength in sweet biscuits

Health and wellness trends stretch from snack bars to cookies

**PROSPECTS AND OPPORTUNITIES**

On-the-go snacking and "snackification" trends set to support ongoing sales

Fruit snacks set to see ongoing popularity, with potential to expand the consumer audience

Sustainability trends will continue in line with overall health and wellbeing trends

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What next for snacks?

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