

HW Snacks in Italy

Market Direction | 2024-07-15 | 16 pages | Euromonitor

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Report description:

The outbreak of COVID-19 adversely affected the consumption of snack bars with these products having fallen out of favour as consumers spent more time at home. However, as restrictions were lifted, and consumers started to spend more time away from the home again, this helped to boost sales of snack bars in 2022 and 2023. Convenience and taste were at the top of the list of consumer demands as they returned to more active lives with this favouring sales of snack bars. In line with the healthy ea...

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 2019-2023, 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 2028 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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HW SNACKS IN ITALY

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2023 DEVELOPMENTS

Protein the buzzword in healthy eating

Gluten free snacks suffers a setback in 2023 as economic pressures limit sales opportunities

Rising levels of overweight and obesity push consumers to make healthier choices

PROSPECTS AND OPPORTUNITIES

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

Insect-based snacks set to make a mark as consumers look for alternative protein sources

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DISCLAIMER

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