

# Biscuits and Snack Bars in Chile

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## Abstracts

Over the review period both the health and wellness and convenience trends continued to drive sales in biscuits and snack bars. These two trends combined to play a key role in the success of products such as Cereal Mix and Gran Cereal. These products are enjoying huge success, with many manufacturers of other breakfast products, such as cereals, jumping on the bandwagon. In addition, increasingly hectic lifestyles and a lack of time to sit down and eat a proper meal make biscuits and snack bars...

Euromonitor International's Biscuits and Snack Bars in Chile report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

**Product coverage:** Biscuits, Snack Bars.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Packaged Food Sees Slower Retail Value Growth in 2015

Packaged Food's Labelling Law Is Set To Be Implemented in 2017

Watt's SA Is A Key Player in Packaged Food in 2015

Internet Retailing Is the Fastest-growing Distribution Channel

Packaged Food Is Expected To Grow at A Slightly Slower Rate Over the Forecast Period

## Key Trends and Developments

Economic Deceleration Slows Value Growth

Growing Consumer Awareness Stimulates Health and Wellness Innovation

Millennials' Higher Disposable Income Boosts Internet Sales

Convenience Packaged Food Is Set To Maintain Consumer Interest

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