

Biscuits and Snack Bars in the Czech Republic

<https://marketpublishers.com/r/BA38871F2D8EN.html>

Date: October 2015

Pages: 45

Price: US\$ 990.00 (Single User License)

ID: BA38871F2D8EN

Abstracts

Czech consumers continued to seek good quality biscuits and snack bars but the bulk of premium products were purchased during price promotions. The health and wellness trend developed in biscuits and snack bars more in 2015 compared to 2014. In biscuits, wholegrain biscuits, biscuits coated in dark chocolate, biscuits enriched with vitamins and minerals and naturally healthy biscuits, gained more attention. In snack bars, the locals purchased more snacks bars with high fruit content and nut...

Euromonitor International's Biscuits and Snack Bars in Czech Republic 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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