

# Biscuits and Snack Bars in Italy

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## Abstracts

Italian consumers are increasingly looking to purchase products which can demonstrate added value in terms of product origin and the quality of ingredients used. Biscuits was negatively impacted in the recent recession by heavy promotional activity, which forced manufacturers and retailers to lower retail prices despite an increase in the costs of raw materials. This resulted in the massive use of palm oil, which is considered as being of lower quality compared to extra virgin olive oil.

Euromonitor International's Biscuits and Snack Bars in Italy 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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