

# Biscuits and Snack Bars in Sweden

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## Abstracts

In conjunction with a recent trend of co-branding with famous candies and chocolates, biscuits has started moving closer to confectionery. Some examples of this trend are Dumle Wafers (Karl Fazer Oy AB), Marianne Cookies (Karl Fazer Oy AB) and Ballerina Kladdkaka ("mudcake", Orkla Confectionery & Snacks Sverige AB). This is congruent with trends in other sweets categories such as cakes and ice cream. The Swedish consumers love chocolate and enjoy indulgence.

Euromonitor International's Biscuits and Snack Bars in Sweden 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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