

Permissible Indulgence: Finding the Balance

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Abstracts

Through pandemic, people are more interested in healthy eating, but consuming indulgent food for stress relief is also important. Between these opposite eating habits, players are seeking to find balance, which increasingly boosts the market for permissible indulgent food. This briefing addresses which food categories are actively finding balance between indulgence and permissibility and introduces case studies of permissible indulgence and how to help indulgent food be more permissible.

Euromonitor International's Permissible Indulgence: Finding the Balance global briefing provides a comprehensive overview of the Snacks market, providing insight on sales and market potential, retail distribution and company and brand shares. Analysis identifies emerging geographies alongside growth opportunities in the most developed, highest value countries. It also offers strategic analysis of the key trends shaping the industry and consumer demand, such as health and wellness, sustainability, the evolution of eating occasions, in addition to ongoing considerations of convenience and value-for-money in the post-pandemic world. Insight into how these trends are shaping demand in informs forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream and Frozen Desserts, Savoury Snacks, 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 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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Contents

Introduction

Healthy Eating Trend Meets Indulgence Food

Permissible Drinking with Healthy Side Snacks

Sauces in The Permissible Indulgence Trend

Key Takeaways

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