

Snack Ventures SA in Packaged Food (Spain)

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Abstracts

Snack Ventures SA has retained its leadership in sweet and savoury snacks despite a challenging environment, with decline in the impulse channel and the rise of private label, both led by the economic crisis. It has achieved this through a focus on innovation, especially in responding to growing consumer demand for healthier products. The company has worked to reduce the amount of salt and fat in its snack products without sacrificing flavour – for many products it has reduced saturated fat...

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

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