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Snack Bars in Slovenia

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Abstracts

With the increasing emphasis that Slovenians are putting on healthier lifestyles, snack bars are profiting on account of their healthier image in comparison to their biggest competitor, countlines, which are considered confectionery with higher amounts of sugar and calories. This was also noticed in 2011 by the leading company in snack bars, Fructal dd, which began to put more efforts into promotion, with strong and innovative marketing campaigns, and the development of its Frutabela brand,...

Euromonitor International's Snack Bars in Slovenia 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: Breakfast Bars, Energy and Nutrition Bars, Fruit Bars, Granola/Muesli Bars, Other 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 Snack Bars market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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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