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Sweet Biscuits, Snack Bars and Fruit Snacks in Iran

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Abstracts

Per capita consumption of sweet biscuits remained very low in Iran during 2016 mainly as a result of limited awareness and a lack of product sophistication. The bulk of sales have been filled by basic offerings for many years and not so many developments can be spotted which may help sweet biscuits to mature. Most Iranian families do not eat biscuits on a regular basis and products like bread and cakes have higher priority for them. Fruit snacks, on the other hand, showed very good potential...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, 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 2020 illustrate how the market is set to change.

Product coverage: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report

Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

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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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