

Sweet Biscuits, Snack Bars and Fruit Snacks in Poland

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Abstracts

The sweet biscuits, snack bars and fruit snacks category in Poland has seen innovation and the emergence of novel flavours, which helped to maintain sales volume towards the end of the review period and contributed to growth in 2024. Brands such as Dobry Squad, San and Baron introduced new and unique products to cater to consumers' evolving tastes.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Poland report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2028, clearly indicating how the market is expected 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 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.

Contents

Sweet Biscuits, Snack Bars and Fruit Snacks in Poland

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July 2024

LIST OF CONTENTS AND TABLES

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

The success of protein bars reflects Poland's burgeoning health and wellness trend in 2024

Private label benefits from weakened purchasing power and prominent displays in retailers

Marketing campaigns seek to grab consumers' attention

PROSPECTS AND OPPORTUNITIES

The convenience factor will remain key, favoured by on-the-go lifestyles

Innovation will continue to prioritise health and wellness

Category will likely consolidate in the years ahead

CATEGORY DATA

Table 1 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 7 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 9 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 10 LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 11 NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 12 LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 13 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 14 Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 15 Distribution of Snack Bars by Format: % Value 2019-2024

Table 16 Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 17 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 18 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 19 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 20 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

SNACKS IN POLAND

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 21 Sales of Snacks by Category: Volume 2019-2024

Table 22 Sales of Snacks by Category: Value 2019-2024

Table 23 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 24 Sales of Snacks by Category: % Value Growth 2019-2024

Table 25 NBO Company Shares of Snacks: % Value 2020-2024

Table 26 LBN Brand Shares of Snacks: % Value 2021-2024

Table 27 Penetration of Private Label by Category: % Value 2019-2024

Table 28 Distribution of Snacks by Format: % Value 2019-2024

Table 29 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 30 Forecast Sales of Snacks by Category: Value 2024-2029

Table 31 Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 32 Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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