

# Sweet Biscuits, Snack Bars and Fruit Snacks in Romania

<https://marketpublishers.com/r/SA396A0DAC0EN.html>

Date: July 2023

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: SA396A0DAC0EN

## Abstracts

In 2023, the landscape is seeing high demand, benefiting from its alignment with the growing health and wellness trend, while some brands continue to provide affordable snack options. This has become increasingly important for consumers in 2023, as inflation continues to be high, impacting the average unit prices of food and putting pressure on the cost of living. However, with cereals as a main ingredient, the average price of biscuits, snack bars and fruit snacks in 2023 remains influenced by...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Romania 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 2018-2022, 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 2027, 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.

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Healthy options drives sales as protein bars witness growth

The long tradition and appeal across age ranges benefits sales of sandwich biscuits

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Growth is driven by on-the-go consumption and the return of disposable incomes

The ongoing health and wellness trend drives sales in snack bars and biscuits

Private label benefits from offering quality products at affordable price points

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