

# Sweet Biscuits, Snack Bars and Fruit Snacks in Western Europe

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## Abstracts

After seeing dynamic pandemic-related growth in 2020 due to home seclusion, minimal changes in value sales were seen in 2021 and 2022, despite restrictions easing. With rising health-consciousness, a move towards snack bars and fruit snacks is being seen, but consumers still purchase sweet biscuits as a treat, seeing it as permissible indulgence. Moving forward, players will have to continuously adjust their portfolios to meet consumers' needs and follow new regulations, such as HFSS in the UK.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Western Europe global briefing provides a comprehensive overview of the Snacks market, providing insight on sales and market potential, retail distribution and company and brand shares. Analysis identifies emerging geographies alongside growth opportunities in the most developed, highest value countries. It also offers strategic analysis of the key trends shaping the industry and consumer demand, such as health and wellness, sustainability, the evolution of eating occasions, in addition to ongoing considerations of convenience and value-for-money in the post-pandemic world. Insight into how these trends are shaping demand informs forecasts to 2026, clearly indicating how the market is expected to change.

**Product coverage:** Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

## Why buy this report?

Get a detailed picture of the 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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