

# Sweet and Savoury Snacks in Iran

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## Abstracts

Sweet and savoury snacks saw impressive growth in volume terms in 2015, benefiting from the young population in Iran. National statistics show that there are still more than 14 million people in Iran who are aged 0-14, accounting for 23% of the population, which gives this category a large potential consumer base. Key suppliers have noticed this strong opportunity, and in the absence of many multinational suppliers, are targeting consumers with massive advertising campaigns and many new...

Euromonitor International's Sweet and Savoury 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 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:** Crisps, Extruded Snacks, Fruit Snacks, Nuts, Other Sweet and Savoury Snacks, Popcorn, Pretzels, Tortilla Chips.

**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 and Savoury 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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Executive Summary

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More Stable Business Environment With Much Lower Unit Price Increases Helps

Packaged Food Grow Again in 2015

Artisanal Products Are Still Significant in A Highly Fragmented Arena

Independent Small Grocers Are Still Dominant But Face Challenges From Modern  
Channels

Lessening of Sanctions and More Stable Economic Situation Will Fuel Growth for the  
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