

Sweet Biscuits, Snack Bars and Fruit Snacks in Spain

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Sweet Biscuits, Snack Bars and Fruit Snacks in Spain - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price stability boosts volume sales of sweet biscuits in 2024
- Sales of snack bars benefiting from wider distribution and a focus on high protein diets
- Focus on indulgence informing new product development

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