

Sweet Biscuits, Snack Bars and Fruit Snacks in the United Kingdom

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Sweet Biscuits, Snack Bars and Fruit Snacks in the United Kingdom - Category analysis

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2024 DEVELOPMENTS

Despite strong inflationary pressures, demand for sweet biscuits, fruit snacks and snack bars remains resilient

The implementation of HFSS regulation challenges impulse purchases

Desire for indulgence and premiumisation influences new product development

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