

Sweet Biscuits, Snack Bars and Fruit Snacks in Belgium

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

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2024 DEVELOPMENTS

Sweet biscuits is challenged by higher input costs

Growing demand for protein/energy bars

Healthy snacking supports cereal bars and fruit snacks

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Flat performance for sweet biscuits

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Healthy snacking to favour cereal bars and fruit and nut bars

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