

# Sweet Biscuits, Snack Bars and Fruit Snacks in France

June 2024

Table of Contents

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Sweet biscuits seeing an improved performance in 2024 as consumers seek out small indulgences

Low prices remain an attractive proposition as shoppers feel the squeeze

Dried fruit and snack bars benefiting from their healthy positioning

### PROSPECTS AND OPPORTUNITIES

High cocoa prices and an unhealthy image could put pressure on sales of sweet biscuits

Paris Games 2024 should present strong marketing opportunities

Made in France claims will be key to the success of organic products

### CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 9 - NBO Company Shares of Snack Bars: % Value 2020-2024

Table 10 - LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 11 - NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 14 - Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 15 - Distribution of Snack Bars by Format: % Value 2019-2024

Table 16 - Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

## Snacks in France - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 21 - Sales of Snacks by Category: Volume 2019-2024

Table 22 - Sales of Snacks by Category: Value 2019-2024

Table 23 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 24 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 25 - NBO Company Shares of Snacks: % Value 2020-2024

Table 26 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 27 - Penetration of Private Label by Category: % Value 2019-2024

Table 28 - Distribution of Snacks by Format: % Value 2019-2024

Table 29 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 30 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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