

# Sweet Biscuits, Snack Bars and Fruit Snacks in the Czech Republic

July 2024

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

- Nutella Biscuits proving popular with loyal fans
- Protein/energy bars proving popular with younger consumers
- Private label thriving thanks to competitive prices and new product development

### PROSPECTS AND OPPORTUNITIES

- Health claims will play a key role in driving demand for sweet biscuits, snack bars and fruit snacks
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