

Sweet Biscuits, Snack Bars and Fruit Snacks in Slovakia

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sweet biscuits see a slight volume slump, while snack bars and fruit bars fare better due to “healthier” image

Local player IDC maintains its top overall place thanks to its strength in sweet biscuits

Health and wellness trends stretch from snack bars to cookies

PROSPECTS AND OPPORTUNITIES

On-the-go snacking and “snackification” trends set to support ongoing sales

Fruit snacks set to see ongoing popularity, with potential to expand the consumer audience

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