

Sweet Biscuits, Snack Bars and Fruit Snacks in Romania

June 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Snack bars support overall category sales due to “healthy” image, but are still affected by sugar VAT

Protein/energy bars maintain healthy positive volume sales

Consumers stay sweet on filled biscuits

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A return to positive volume growth expected, while some uncertainties still remain

Health and wellness trends will drive developments in ingredients and formulations

Modern retail trends will benefit private label and large brands alike

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