

# Sweet Biscuits, Snack Bars and Fruit Snacks in Poland

July 2024

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

## KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

The success of protein bars reflects Poland's burgeoning health and wellness trend in 2024 Private label benefits from weakened purchasing power and prominent displays in retailers Marketing campaigns seek to grab consumers' attention

#### PROSPECTS AND OPPORTUNITIES

The convenience factor will remain key, favoured by on-the-go lifestyles Innovation will continue to prioritise health and wellness Category will likely consolidate in the years ahead

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