

Sweet Biscuits, Snack Bars and Fruit Snacks in Lithuania

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sweet biscuits see improved performance in 2024, thanks to their status as an affordable snacking option

Plain biscuits benefit from 'better for you' positioning

Prince Polo enters the market

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Continued growth expected, assisted by development of products with health and wellness positioning and affordability compared to chocolate confectionery

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