

Sweet Biscuits, Snack Bars and Fruit Snacks in Serbia

July 2024

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

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2024 DEVELOPMENTS

Price sensitivity, and health and wellness
Rising interest in flavours and smaller packs
Bambi Banat holds comfortable lead

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Stable volume growth expected
Health and wellness trend to boost demand for fruit snacks and snack bars
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