

Sweet Biscuits, Snack Bars and Fruit Snacks in Uruguay

July 2023

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sweet biscuits sales continue to grow in 2023

Cereal bar sales being impacted by the black octagon labelling system

Papa Chips sells its Toddy brand while Panificadora Bimbo del Uruguay closes its El Maestro Cubano plant in Montevideo

PROSPECTS AND OPPORTUNITIES

Protein/energy bars will be most dynamic over the forecast period

Healthy new alternatives in sweet biscuits could be the upshot of the ban on sales of high-sugar products in schools

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