

# Sweet Biscuits, Snack Bars and Fruit Snacks in Costa Rica

July 2024

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

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Robust current value and volume growth in 2024 Two differing trends at play Wafer rolls having a moment

## PROSPECTS AND OPPORTUNITIES

Opportunity for healthier positioning for children Products with functional ingredients a key growth area Pursuit of guilt-free indulgence

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