



Sweet Biscuits, Snack Bars and Fruit Snacks in Western Europe

October 2022

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Key findings

REGIONAL OVERVIEW

Western Europe the third biggest regional market

Slow and steady growth to resume after pandemic disruption

Turkey sees exceptional growth as per capita consumption rises

Health trend drives share from sweet biscuits to snack bars and fruit snacks

Fruit snacks sees growth across most countries as health consciousness rises

Pandemic-driven rise in awareness of healthy eating leads to category switching

Retail e-commerce continues to grow despite easing of pandemic

Grocery retailers remains dominant, with low prices driving growth for discounters

LEADING COMPANIES AND BRANDS

Top players lose out to private label and “others” as sales polarise

Mondelez innovates to reverse its fall in sales, while launches drive growth for Pladis

Wide country coverage for the top three players, while others have a narrower target

Dynamic rises for Nutella and Eti push other brands down the ranking

FORECAST PROJECTIONS

Most countries set to see sales improve, but Turkey will maintain exceptional growth

Even more mature markets projected to see growth as product development continues

Rising GDP per capita will be a growth driver across markets

COUNTRY SNAPSHOTS

United Kingdom: Market context

United Kingdom: Competitive and retail landscape

France: Market context

France: Competitive and retail landscape

Italy: Market context

Italy: Competitive and retail landscape

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Norway: Competitive and retail landscape

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