



Snacks in Western Europe

December 2023

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Key findings

REGIONAL OVERVIEW

Western Europe houses a number of major market for snacks in per capita terms

Snacks will return to growth from 2024 after inflationary pressures impact sales in 2022-2023

Western Europe has the biggest confectionery market among the global regions

Confectionery sales in the UK impacted by new HFSS regulations

Turkish snacks sales recording strong growth over 2018-2023

Savoury snacks delivers the bulk of new sales in 2018-2023

Economic situation and health consciousness impacting sales at the end of the review period

Hypermarkets lead in the UK and France, discounters in Germany and Turkey...

...and supermarkets in Italy and Spain

LEADING COMPANIES AND BRANDS

Private label taking share from the leading players in Turkey

PepsiCo's Walkers Snack Foods makes 2025 commitment for a healthier product range

Brands looking to appeal to younger generations with exotic and bold flavours

Ice cream number one Magnum moves up the overall snacks rankings in Western Europe

FORECAST PROJECTIONS

Growth expected for snacks in Western Europe over the forecast period

HFSS likely to continue impacting the UK market in the next few years

COUNTRY SNAPSHOTS

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Austria: Competitive and Retail Landscape

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Belgium: Competitive and Retail Landscape

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