

Sweet Biscuits, Snack Bars and Fruit Snacks in Spain

June 2023

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

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2023 DEVELOPMENTS

Polarised performances being seen within sweet biscuits, snack bars and fruit snacks in 2023

A difficult year for sweet biscuits as prices rocket

Private label thriving but leading brands fight back with new product launches

PROSPECTS AND OPPORTUNITIES

Despite economic pressure new investment in innovation is expected over the forecast period

Organic products could see growth and expansion as interest grows

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