

Sweet Biscuits, Snack Bars and Fruit Snacks in the United Kingdom

June 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong volume declines observed since HFSS implementation, but steep price increases sustain value growth

New product development boost from HFSS regulation in fruit and nut bars to soften volume declines

Polarising purchases evident with growth of private label and premium brands

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Protein variants to remain popular as fortified products become increasingly common

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