

Sweet Biscuits, Snack Bars and Fruit Snacks in the Czech Republic

June 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price-conscious consumers seek out discounts, but demographic changes boost volume sales

Healthier alternative to sweet treats perception boosts appeal of fruit and nut bars and protein/energy bars

Retailers develop strong private label offerings in line with health and wellness trend

PROSPECTS AND OPPORTUNITIES

Premium-freeze-dried fruit may see more growth opportunities as the economy stabilises

High-protein snacks will continue to replace full meals for the younger generation

Cereal bars is likely to require promotions and innovation to compete with fruit and nut bars and protein/energy bars

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 9 - NBO Company Shares of Snack Bars: % Value 2019-2023

Table 10 - LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 11 - NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 14 - Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 15 - Distribution of Snack Bars by Format: % Value 2018-2023

Table 16 - Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

Snacks in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 21 - Sales of Snacks by Category: Volume 2018-2023

Table 22 - Sales of Snacks by Category: Value 2018-2023

Table 23 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 24 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 25 - NBO Company Shares of Snacks: % Value 2019-2023

Table 26 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 27 - Penetration of Private Label by Category: % Value 2018-2023

Table 28 - Distribution of Snacks by Format: % Value 2018-2023

Table 29 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 30 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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