

# Sweet Biscuits, Snack Bars and Fruit Snacks in Romania

July 2023

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

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Inflation and shortages of grains challenge current retail volume sales

Healthy options drives sales as protein bars witness growth

The long tradition and appeal across age ranges benefits sales of sandwich biscuits

## PROSPECTS AND OPPORTUNITIES

Growth is driven by on-the-go consumption and the return of disposable incomes

The ongoing health and wellness trend drives sales in snack bars and biscuits

Private label benefits from offering quality products at affordable price points

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