

Sweet Biscuits, Snack Bars and Fruit Snacks in Poland

July 2023

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovations and novel flavours maintaining sales volume

Marketing campaigns retain customers' attention

Diversifying diet with healthy snacks

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Highly fragmented market with galaxy of companies to shrink

Healthier, better, smaller

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