

# Sweet Biscuits, Snack Bars and Fruit Snacks in Switzerland

July 2023

Table of Contents

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

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

The demand for convenient, time-saving snacking options boosts growth in 2023 Fruit snacks benefit from the rising health trends with parents opting for these items Health and wellness offerings shape innovation on the landscape

### PROSPECTS AND OPPORTUNITIES

Innovation to boost growth on a mature landscape as players focus on product development Private label players continue to lead, focusing on lower sugar and fat offerings Sweet biscuits to be negatively impacted by health and wellness trends

#### 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 Switzerland - 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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