

Sweet Biscuits, Snack Bars and Fruit Snacks in Eastern Europe

February 2021

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Growth will slow down slightly after 2020 but remain positive

Dynamic growth for snack bars over the historic period

Russia and sweet biscuits still the big influences on the regional market

Snack bars dynamic but sweet biscuits shape the overall performance

Sales spike during the pandemic in 2020, despite snack bars slowdown

Modern grocery retailers dominate sales in Eastern Europe

Traditional grocery retailers still an important, if shrinking, channel

LEADING COMPANIES AND BRANDS

Increasing concentration being seen in Eastern Europe

Mondelez and KDV continue gaining share

Russia generates the greatest sales for a number of leading players

KDV Group's Yashkino becomes the leading brand in Eastern Europe

FORECAST PROJECTIONS

Snack bars will be most dynamic over the forecast period

Sweet biscuits least dynamic but adding the bulk of new sales

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