

Sweet Biscuits, Snack Bars and Fruit Snacks in Peru

June 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sweet biscuits is a popular category and achieves significant growth thanks to its competitive prices, good distribution and high dynamism

Filled biscuits remains by far the most popular sweet biscuits characterised by strong competition between brands, innovation and an important presence across channels

Although snack bars is a small category its growth is being driven by cereal bars and their nutritional value, affordable price and greater consumer dynamism

PROSPECTS AND OPPORTUNITIES

Sweet biscuits, snack bars and fruit snacks grows over the forecast period, especially cereal bars thanks to the latter's nutritional content

Category growth dampened by inflation, while growing health awareness leads to more moderate consumption in the long term

Wafers registers low growth over the forecast period due to a lack of dynamism among the main players

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