

Sweet Biscuits, Snack Bars and Fruit Snacks in Hungary

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Grain shortages take the biscuit

High protein trend benefits sales of protein/energy bars

Increased demand for single portion, premium wafers

PROSPECTS AND OPPORTUNITIES

Trend towards conscious snacking will lead to growing demand for “better for you” products

Hectic urban lifestyles will benefit premium, single-portion snacks, while children will also be a key consumer target

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