

# Savoury Snacks in Eastern Europe

January 2022

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## REGIONAL OVERVIEW

Eastern Europe records strong historic period growth

Positive growth rates throughout 2016-2026 for Eastern Europe

Russian potato chips and Polish nuts, seeds and trail mixes adding value

Tortilla chips record the highest 2016-2021 CAGR in Eastern Europe

Russia and potato chips still the major influences on the overall market

Pandemic still impacting Eastern European sales in 2021

Modern grocery retailers continue to dominate savoury snacks sales

E-commerce gains share, but remains a minor sales channel

## LEADING COMPANIES AND BRANDS

PepsiCo and Kellogg driving consolidation in Russia

PepsiCo continues strengthening its leading position

Russia the major revenue generator in the region

Lay's, Max and Pringles the leading brands

## FORECAST PROJECTIONS

Continued growth expected for savoury snacks in Eastern Europe

Dynamic tortilla chips but potato chips will add most new sales

Rising GDP will help offset shrinking populations

## COUNTRY SNAPSHOTS

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