

Sweet Biscuits, Snack Bars and Fruit Snacks in Austria

November 2023

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

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2023 DEVELOPMENTS

Snack bars and fruit snacks benefit from health and wellness trend

Consumers look to snack bars to provide added protein

Josef Manner retains lead and continues to invest in innovation

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Added value innovation expected across categories

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