

Sweet Biscuits, Snack Bars and Fruit Snacks in Latvia

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant fall in volume sales, as inflation bites

Orkla consolidates significant lead

Snack bars fare better

PROSPECTS AND OPPORTUNITIES

Mixed picture over the forecast period

Products with functional ingredients a key growth area

Significant growth for protein/energy bars, though from low base

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