

# Sweet Biscuits, Snack Bars and Fruit Snacks in Germany

July 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Stronger price increases in 2022 and 2023 due to high cost of ingredients  
Dried fruit sees improving demand due to positioning as healthy snack option  
Private label retains strong presence in 2023, supported by higher price sensitivity

#### PROSPECTS AND OPPORTUNITIES

Sustainability to become key trend in the coming years  
New snack bars to target active lifestyles  
Changes in retail will have impact on brands

#### CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023  
Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023  
Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023  
Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023  
Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023  
Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023  
Table 9 - NBO Company Shares of Snack Bars: % Value 2019-2023  
Table 10 - LBN Brand Shares of Snack Bars: % Value 2020-2023  
Table 11 - NBO Company Shares of Fruit Snacks: % Value 2019-2023  
Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2020-2023  
Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023  
Table 14 - Distribution of Sweet Biscuits by Format: % Value 2018-2023  
Table 15 - Distribution of Snack Bars by Format: % Value 2018-2023  
Table 16 - Distribution of Fruit Snacks by Format: % Value 2018-2023  
Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028  
Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028  
Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028  
Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

## Snacks in Germany - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2023: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for snacks?

#### MARKET DATA

Table 21 - Sales of Snacks by Category: Volume 2018-2023  
Table 22 - Sales of Snacks by Category: Value 2018-2023  
Table 23 - Sales of Snacks by Category: % Volume Growth 2018-2023  
Table 24 - Sales of Snacks by Category: % Value Growth 2018-2023  
Table 25 - NBO Company Shares of Snacks: % Value 2019-2023  
Table 26 - LBN Brand Shares of Snacks: % Value 2020-2023  
Table 27 - Penetration of Private Label by Category: % Value 2018-2023  
Table 28 - Distribution of Snacks by Format: % Value 2018-2023

Table 29 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 30 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-germany/report](https://www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-germany/report).