

Savoury Snacks in Eastern Europe

January 2022

Table of Contents

INTRODUCTION

Scope

Key findings

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

Belarus: Market Context

Belarus: Competitive and Retail Landscape

Bosnia and Herzegovina: Market Context

Bosnia and Herzegovina: Competitive and Retail Landscape

Bulgaria: Market Context

Bulgaria: Competitive and Retail Landscape

Croatia: Market Context

Croatia: Competitive and Retail Landscape

Czech Republic: Market Context

Czech Republic: Competitive and Retail Landscape

Estonia: Market Context

Estonia: Competitive and Retail Landscape

Georgia: Market Context

Georgia: Competitive and Retail Landscape

Hungary: Market Context

Hungary: Competitive and Retail Landscape

Latvia: Market Context

Latvia: Competitive and Retail Landscape

Lithuania: Market Context

Lithuania: Competitive and Retail Landscape

North Macedonia: Market Context

North Macedonia: Competitive and Retail Landscape

Poland: Market Context

Poland: Competitive and Retail Landscape

Romania: Market Context

Romania: Competitive and Retail Landscape

Russia: Market Context

Russia: Competitive and Retail Landscape
Serbia: Market Context
Serbia: Competitive and Retail Landscape
Slovakia: Market Context
Slovakia: Competitive and Retail Landscape
Slovenia: Market Context
Slovenia: Competitive and Retail Landscape
Ukraine: Market Context
Ukraine: Competitive and Retail Landscape

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