

Sweet Biscuits, Snack Bars and Fruit Snacks in Algeria

June 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

The widening offer of flavours and toppings maintains positive growth for sweet biscuits

Consumers are keen to trade down, hunting for more affordable options

Local players gain ground, offering cheaper price points than imported goods

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Busier lifestyles drive sales of on-the-go snacking options

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