

# Sweet Biscuits, Snack Bars and Fruit Snacks in Spain

July 2022

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Manufacturers scramble to achieve a healthier positioning for their brands

Manufacturers go big on mini biscuits

Prominence of private label limits the pricing power of brands

### PROSPECTS AND OPPORTUNITIES

Rising raw material costs will push up unit pricing

Dried fruit has strong potential for growth as a healthy snack

Manufacturers will seek to clean up their ingredient lists

### CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 9 - NBO Company Shares of Snack Bars: % Value 2018-2022

Table 10 - LBN Brand Shares of Snack Bars: % Value 2019-2022

Table 11 - NBO Company Shares of Fruit Snacks: % Value 2018-2022

Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2019-2022

Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 14 - Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 15 - Distribution of Snack Bars by Format: % Value 2017-2022

Table 16 - Distribution of Fruit Snacks by Format: % Value 2017-2022

Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

## Snacks in Spain - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

### MARKET DATA

Chart 1 - Snacks Value Sales Growth Scenarios: 2020-2027

Chart 2 - Snacks Impact of Drivers on Value Sales: 2020-2027

Table 21 - Sales of Snacks by Category: Volume 2017-2022

Table 22 - Sales of Snacks by Category: Value 2017-2022

Table 23 - Sales of Snacks by Category: % Volume Growth 2017-2022

Table 24 - Sales of Snacks by Category: % Value Growth 2017-2022

Table 25 - NBO Company Shares of Snacks: % Value 2018-2022

Table 26 - LBN Brand Shares of Snacks: % Value 2019-2022

Table 27 - Penetration of Private Label by Category: % Value 2017-2022

Table 28 - Distribution of Snacks by Format: % Value 2017-2022

Table 29 - Forecast Sales of Snacks by Category: Volume 2022-2027

Table 30 - Forecast Sales of Snacks by Category: Value 2022-2027

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2022-2027

## 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-spain/report](http://www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-spain/report).