



**Euromonitor
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Sweet Biscuits, Snack Bars and Fruit Snacks in Austria

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price inflation remains an issue in 2023
- Health and wellness trends gather momentum
- Josef Manner & Co AG leads with strong heritage in sweet biscuits

PROSPECTS AND OPPORTUNITIES

- Mixed fortunes for overall category
- Protein/energy bars will fuel sales in snack bars category
- Private label to strengthen volume share

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Snacks in Austria - Industry Overview

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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-austria/report.