



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Italy

June 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Popularity of healthy snack bars supports overall sales
- Sweet biscuits see ongoing developments towards a “healthier” image
- Private labels enhance the quality of their sweet biscuits brands

PROSPECTS AND OPPORTUNITIES

- Snack bars, protein/energy bars, and cereal bars will continue to develop well over the forecast period
- New launches also seen in indulgent biscuits
- Dried fruit continues to struggle for several reasons, although a brighter future is ahead

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Snacks in Italy - 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-italy/report.