



**Euromonitor  
International**

# Sweet Biscuits, Snack Bars and Fruit Snacks in Belgium

July 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Varying performances across categories

Mondelez leads, but protein/energy bars player see strongest growth

Supermarkets faces growing competition

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Contrary forces affecting volume sales

Lotus Bakeries joins forces with Mondelez

Protein/energy bars continues to align with key trend, but will face growing competition

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