



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Portugal

June 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sweet biscuits benefit from indulgent consumption trends
- Mondelez uses IP partnerships and strong marketing strategies to raise brand image
- Private labels continue to expand in Portugal

PROSPECTS AND OPPORTUNITIES

- Health and wellbeing trend set to become more apparent in biscuits
- “Snackification” trends can support consumption in the post-pandemic landscape
- Inflationary pressures delay new product launches

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Snacks in Portugal - Industry Overview

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DISCLAIMER

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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-portugal/report.