



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Romania

June 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Snack bars support overall category sales due to “healthy” image, but are still affected by sugar VAT
Protein/energy bars maintain healthy positive volume sales
Consumers stay sweet on filled biscuits

PROSPECTS AND OPPORTUNITIES

A return to positive volume growth expected, while some uncertainties still remain
Health and wellness trends will drive developments in ingredients and formulations
Modern retail trends will benefit private label and large brands alike

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Snacks in Romania - 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-romania/report.