



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Lithuania

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sweet biscuits see improved performance in 2024, thanks to their status as an affordable snacking option
Plain biscuits benefit from 'better for you' positioning
Prince Polo enters the market

PROSPECTS AND OPPORTUNITIES

Continued growth expected, assisted by development of products with health and wellness positioning and affordability compared to chocolate confectionery
Dynamic performance for protein bars
Further opportunities for private label

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Snacks in Lithuania - 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-lithuania/report.