



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Denmark

June 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Snack bars helps drive growth in sweet biscuits, snack hours and fruit snacks in 2025

Bisca strengthens its category lead in a relatively fragmented arena

Supermarkets holds sway, but e-commerce gains traction

PROSPECTS AND OPPORTUNITIES

Steady growth predicted for sweet biscuits, snack bars and fruit snacks over the forecast period

Technological advancements set to support category development

Health and wellness trend will continue to drive innovation in the years ahead

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