



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in North Macedonia

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Health trends shape category performance
- Protein/energy bars enjoy strong growth
- Key players invest heavily in new product development

PROSPECTS AND OPPORTUNITIES

- Moderate growth lies ahead for sweet biscuits, snack bars and fruit snacks
- Strong growth potential for protein/energy bars
- Fruit snacks and dried fruit align with modern wellness-driven diets

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Snacks in North Macedonia - 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-north-macedonia/report.