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International

Sweet Biscuits, Snack Bars and Fruit Snacks in Croatia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Fruit snacks struggle despite health appeal
- Modest growth for healthy snack bars amidst cost pressures
- Private label gains traction, but established brands are likely to rebound

PROSPECTS AND OPPORTUNITIES

- Value and convenience drive consumer choices
- Sustainability takes centre stage
- Healthier snacking remains a priority

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Snacks in Croatia - 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-croatia/report.