

Sweet Biscuits, Snack Bars and Fruit Snacks in Portugal

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sweet biscuits affected by shortages of raw ingredients
Private labels lead sweet biscuits, snack bars and fruit snacks
Promotional activities used to attract attention, due to low product innovation

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Innovation needed as a driver of the category
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Sustainability will continue to be a key pillar of success

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