

# Sweet Biscuits, Snack Bars and Fruit Snacks in Estonia

June 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Only marginal increase in volume sales for sweet biscuits, as rising price of wheat feeds into higher prices  
Mondelez remains the leader, thanks to its strong marketing support  
Dried fruit and snack bars register healthy volume growth.

#### PROSPECTS AND OPPORTUNITIES

Mixed picture over the forecast period  
Products with functional ingredients a key growth area  
Significant growth for protein/energy bars, though from low base

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