



Sweet Biscuits, Snack Bars and Fruit Snacks in Serbia

July 2024

Table of Contents

Sweet Biscuits, Snack Bars and Fruit Snacks in Serbia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price sensitivity, and health and wellness
Rising interest in flavours and smaller packs
Bambi Banat holds comfortable lead

PROSPECTS AND OPPORTUNITIES

Stable volume growth expected
Health and wellness trend to boost demand for fruit snacks and snack bars
Sweet biscuits likely to see health orientated innovation

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024
Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024
Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024
Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024
Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024
Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2020-2024
Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2021-2024
Table 9 - NBO Company Shares of Snack Bars: % Value 2020-2024
Table 10 - LBN Brand Shares of Snack Bars: % Value 2021-2024
Table 11 - NBO Company Shares of Fruit Snacks: % Value 2020-2024
Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2021-2024
Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024
Table 14 - Distribution of Sweet Biscuits by Format: % Value 2019-2024
Table 15 - Distribution of Snack Bars by Format: % Value 2019-2024
Table 16 - Distribution of Fruit Snacks by Format: % Value 2019-2024
Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

Snacks in Serbia - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

Table 21 - Sales of Snacks by Category: Volume 2019-2024
Table 22 - Sales of Snacks by Category: Value 2019-2024
Table 23 - Sales of Snacks by Category: % Volume Growth 2019-2024
Table 24 - Sales of Snacks by Category: % Value Growth 2019-2024
Table 25 - NBO Company Shares of Snacks: % Value 2020-2024
Table 26 - LBN Brand Shares of Snacks: % Value 2021-2024
Table 27 - Penetration of Private Label by Category: % Value 2019-2024
Table 28 - Distribution of Snacks by Format: % Value 2019-2024

Table 29 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 30 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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