

Sweet Biscuits, Snack Bars and Fruit Snacks in Serbia

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth in 2023, with health-positioned products seeing greatest increase in demand

Plain biscuits continue to lead sales, thanks to their value-for-money positioning

Bambi retains its lead, with private label remaining underdeveloped

PROSPECTS AND OPPORTUNITIES

Health-orientated products to gain traction

Inflationary environment will continue to impact purchasing patterns

Innovations and modern retailing developments will widen consumer choice

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 9 - NBO Company Shares of Snack Bars: % Value 2019-2023

Table 10 - LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 11 - NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 14 - Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 15 - Distribution of Snack Bars by Format: % Value 2018-2023

Table 16 - Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

Snacks in Serbia - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 21 - Sales of Snacks by Category: Volume 2018-2023

Table 22 - Sales of Snacks by Category: Value 2018-2023

Table 23 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 24 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 25 - NBO Company Shares of Snacks: % Value 2019-2023

Table 26 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 27 - Penetration of Private Label by Category: % Value 2018-2023

Table 28 - Distribution of Snacks by Format: % Value 2018-2023

Table 29 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 30 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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-serbia/report.