



Sweet Biscuits, Snack Bars and Fruit Snacks in Italy

June 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Popularity of healthy snack bars supports overall sales
Sweet biscuits see ongoing developments towards a “healthier” image
Private labels enhance the quality of their sweet biscuits brands

PROSPECTS AND OPPORTUNITIES

Snack bars, protein/energy bars, and cereal bars will continue to develop well over the forecast period
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