



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Austria

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-focused snacking drives growth across sweet biscuits, snack bars and fruit snacks

Josef Manner & Co AG retains its lead, offering key brand Manner to consumers

Supermarkets lead distribution as retail e-commerce records growth

PROSPECTS AND OPPORTUNITIES

Snack bars are expected to lead growth as consumers seek functional products

Plant-based proteins and cocoa alternatives are set to influence innovations

Health, wellness and sustainability will be crucial to the success of sweet biscuits and snack bars

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

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DISCLAIMER

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