



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Italy

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Players focusing on health and indulgence to drive sales

Barilla stays on top thanks to ongoing investment in innovation

Supermarkets remain key but other channels showing promise

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Players expected to focus on striking a balance between health and indulgence

Digital tools set to support new product development and innovation

Players expected to focus on health and sustainability

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DISCLAIMER

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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-italy/report.