



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Germany

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Snack bars trending in Germany with consumers drawn to functional claims
Traditional leaders facing mounting competition as the market evolves
E-commerce finding favour but modern grocery retailers dominate sales

PROSPECTS AND OPPORTUNITIES

Positive forecasts with snack bars set to fuel growth
The digital market should present new opportunities for retailers and brands
Health and wellness trend likely to inform new product development

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Snacks in Germany - Industry Overview

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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-germany/report.