



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Serbia

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Protein/energy bars register highest value growth
Vitalia Nikola benefits from its healthier positioning
Supermarkets continue to lead distribution

PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period
Focus on a healthier positioning
Space also for indulgence

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Snacks in Serbia - 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-serbia/report.