

Sweet Biscuits and Snack Bars - UK - March 2020

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This report looks at the following areas:

- Opportunity for healthier products and portion-sized packs
- Texture and flavour development needs to be central to NPD
- Promote cereal/snack bars as an easy healthy swap



“The permissibility of eating small amounts of sweet biscuits each day is continuing to support sweet biscuit sales. Portion-size packs, healthier biscuits, seasonal lines and a quality over quantity approach all offer opportunities for brands in biscuits, but familiar favourites offering crunchy biscuits and chocolate coatings will remain most popular.”

– **Richard Caines, Senior Food & Drink Analyst**

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