

Sweet Biscuits, Snack Bars and Fruit Snacks in Hong Kong, China

Market Direction | 2022-07-08 | 28 pages | Euromonitor

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Report description:

As a result of the pandemic, where a prolonged remote working policy has been implemented, increasing numbers of consumers are opting to snack instead of having a normal regular meal. This is consequently having an impact on the types of snacks that they are seeking. The pandemic has led to greater health and wellness awareness amongst local consumers, leading to increasing interest in healthier snacks.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Hong Kong, China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Fruit Snacks, Snack Bars, Sweet Biscuits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Snacks that offer functional nutrition are at the frontier of healthy snacking

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