

Sweet Biscuits, Snack Bars and Fruit Snacks in South Korea

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

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Report description:

After seeing a minor decline in 2021, overall sweet biscuits, snack bars and fruit snacks is set to see a rebound in 2022 in retail current value terms, while the pattern is different at a category level. For example, sales of fruit snacks and snack bars are expected to continue their growth trajectory in both retail volume and current value terms in this year, as they are increasingly demanded as healthy alternatives to sweet biscuits. When it comes to fruit snacks, this category only comprises...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in South Korea 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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Overall sales rebound in 2022, but not all categories are equal

Snack bars increases its presence in snacks

Domestic players continue to target the younger generations

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