

## **Sweet Biscuits, Snack Bars and Fruit Snacks in Malaysia**

Market Direction | 2022-07-11 | 30 pages | Euromonitor

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### **Report description:**

In Malaysia, sweet biscuits are treated as essential packaged food and as a source of carbohydrate, both at home and in the workplace. Consumers even treat sweet biscuits, such as chocolate coated biscuits, cookies, filled biscuits and wafers, as affordable indulgence products. This was particularly notable during the time of the lockdowns in 2021 and is also seen in 2022 as an ongoing trend due to the habit being longstanding in the country, even in pre-pandemic times.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Malaysia 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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**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Essential demand means sweet biscuits continue to flourish in 2022

Snack bars experience small boost, thanks to fitting health and wellness trends

E-commerce remains the ideal choice for consumers to purchase sweet biscuits, snack bars and fruit snacks

**PROSPECTS AND OPPORTUNITIES**

Players are expected to expand footholds through new product innovations, particularly so in healthier variants

Sweet biscuits likely to see slight fall in demand over the forecast period

Physical shopping set to gain traction over the forecast period, further boosted by the growth in convenience stores

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Sales improved in grocery retailers in 2022

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Players leverage on new product introduction to boost sales in 2022

E-commerce continues to see healthy growth in 2022

Snacks is anticipated to see stagnant growth over the forecast period, as consumers return to more on-the-go lifestyles

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