

Sweet Biscuits, Snack Bars and Fruit Snacks in Pakistan

Market Direction | 2022-07-20 | 23 pages | Euromonitor

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Report description:

Sweet biscuits, which dominates sales of the category in Pakistan, showed notable resilience to the fallout of the pandemic, benefiting from home seclusion and more frequent snacking occasions. Sales therefore remain elevated with predictions for further healthy retail volume growth in 2022. Within the category, low-priced single-portion packs of sweet biscuits remain key in appealing to the widest possible range of consumers. Plain biscuits remains the most popular format, with the highest cons...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Pakistan 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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English Biscuits retains overall category leadership with popular Peek Freans brand

Sales of fruit snacks and snack bars remain negligible despite rising health trends

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Rising sales through e-commerce but small local grocers dominate

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