

Sweet Biscuits, Snack Bars and Fruit Snacks in China

Market Direction | 2022-07-27 | 29 pages | Euromonitor

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Report description:

The traditional fruit snacks category has been dynamic in terms of product innovation, and has successfully expanded the consumer group to younger generations. Milk jujube, for example, attracted many consumers for its perfect combination between taste and health. However, milk jujube has gone beyond merely covering jujube with milk powder, and is now including more flavours for its covering, such as milk chocolate, and including nuts inside, giving the product a multi-dimensional taste. Also, f...

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

2022 DEVELOPMENTS

Flavour and format innovation attract more young consumers to fruit snacks

ffit8 continues to achieve robust growth due to high-quality protein, good taste, and consumption diversification

Glico is negatively affected by the 2022 lockdowns, but innovation prevents decline

PROSPECTS AND OPPORTUNITIES

Demand for nutritious and healthy snacks to be maintained, leading innovation to be function-oriented

Filled biscuits to be the most promising category in sweet biscuits due to innovation in formats and flavours

Lockdowns caused by the pandemic help increase e-commerce share

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