

Sweet Biscuits, Snack Bars and Fruit Snacks in Australia

Market Direction | 2023-06-22 | 30 pages | Euromonitor

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Report description:

Inflationary conditions have resulted in increasing unit prices across sweet biscuits, snack bars and fruit snacks in 2023. This is expected to drive down volume sales for a second year, as consumers tighten their discretionary spending. Value-seeking behaviours are being seen, with more consumers being drawn in by promotions and discounts. In addition, more consumers are expected to shift to private label in 2023. Private label offerings are becoming more competitive. For instance, Coles has la...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Australia 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 2018-2022, 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 2027, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Inflation and unit price rises drive value growth, while volumes continue to fall

Protein/energy bars leads growth

Consumers are seeking indulgent and fun snacking

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Portion control packaging will support permissible indulgence

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