

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

Market Direction | 2023-06-22 | 24 pages | Euromonitor

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### **Report description:**

Mayora Indah Tbk PT maintains its overall company lead in sweet biscuits, snack bars and fruit snacks, however, in brand terms, it is Nabati (from Kaldu Sari Nabati Indonesia PT) which beats Mayora Indah's Roma Wafello to the top brand place. Indeed, this competitive scenario reflects that seen in snacks overall in both company and brand terms.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Indonesia 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.

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#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Mayora Indah Tbk PT maintains its lead in sweet biscuits, snack bars and fruit snacks

Category benefits from rise in e-commerce, with SMEs also playing a vital role

Health and wellness trends influence drivers in sweet biscuits, snack bars, and fruit snacks

#### PROSPECTS AND OPPORTUNITIES

Snacks bars' performance is associated with increase in health and wellness awareness

Wafers is expected to have positive outlook in the forecast period

Q-commerce set to support sales in the category over the forecast period

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