

Sweet Biscuits, Snack Bars and Fruit Snacks in the Philippines

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

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Report description:

Sweet biscuits, snack bars and fruit snacks witnessed declining sales in both volume and value terms in 2020 and 2021. This was mainly due to the contraction in sales of sweet biscuits, with major companies in this area such as Monde Nissin Corp and Universal Robina Corp seeing sales fall. The poor performance of sweet biscuits was in part a result of the fact that children were learning at home rather than in school. With children not going to school, parents did not need to buy sweet biscuits...

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

reliable information resources to help drive informed strategic planning.

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New product development and increase in marketing helps fuel the growth of sweet biscuits

Local players controls the category

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Increase in tourism should benefit sales of fruit snacks

E-commerce set to gain more traction as consumers become familiar with the value and convenience of online shopping

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