

Sweet Biscuits, Snack Bars and Fruit Snacks in Hong Kong, China

Market Direction | 2023-08-22 | 27 pages | Euromonitor

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Report description:

In the second half of 2022, there was a recovery for sweet biscuits, snack bars, and fruit snacks, as local consumers began to resume their social life. With COVID-19 restrictions easing and vaccination rates increasing in the second half of the year, consumers were more confident in venturing outside their homes. The resumption of dine-in services and extended operating hours for restaurants contributed to the recovery of sweet biscuits, snack bars, and fruit snacks, as consumers indulged in mo...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Hong Kong, 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 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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2023 DEVELOPMENTS

Sweet biscuits, snack bars and fruit snacks recovers, with cookies exhibiting the fastest growth

The health and wellness trend continues to shape sweet biscuits, snack bars and fruit snacks, although snack bars rises from a small base

PROSPECTS AND OPPORTUNITIES

Snack bars shows growth potential, but effective communication will be key

Brands likely to consider building a solid online presence

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