

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

Market Direction | 2023-10-16 | 29 pages | Euromonitor

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### **Report description:**

Traditionally, sweet biscuits are generally consumed in India with tea and coffee or as an impulse indulgence. With increasingly health-conscious consumers in the country, there is greater scrutiny over the levels of sugar present in sweet biscuits. This issue is being addressed by major players such as Britannia by developing sweet biscuits with either reduced sugar content or removing sugar content completely, and renaming them as sugar-free biscuits. The health-conscious trend has accelerated...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in India 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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Major brands focus on functional fortification in sweet biscuits to attract increasingly health-conscious consumers

Snack bars emerges as fastest growing category

Britannia leads the way with digital exclusive marketing approach for sweet biscuits

#### **PROSPECTS AND OPPORTUNITIES**

Players will look to create extensions of major brands tailored to cater for new consumption occasions

Brands likely to launch premium biscuits with a focus on local sourcing to maintain healthy margins

Major players will aim to further strengthen their online presence

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What next for snacks?

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