

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

Market Direction | 2024-06-13 | 28 pages | Euromonitor

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### **Report description:**

In 2024, sweet biscuits, snack bars and fruit snacks in China is expected to maintain the trend from the previous year and witness steady minimal growth in retail current value terms. This is mainly due to the overall economic slowdown in China, and consumers' tightening budgets, resulting in a strengthened pursuit of cost-effectiveness amongst consumers. Therefore, the average unit price of sweet biscuits, snack bars and fruit snacks is set to decline in 2024, due to consumers' demand for value...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in 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 2019-2023, 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 2028, 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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**2024 DEVELOPMENTS**

Sweet biscuits, snack bars and fruit snacks sees minimal growth in 2024, as consumers demand cost-effectiveness

Snack bars experiences a dramatic drop in China, due to fierce competition from alternative products

Mondelez maintains its leadership in sweet biscuits, snack bars and fruit snacks

**PROSPECTS AND OPPORTUNITIES**

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