

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

Market Direction | 2024-06-25 | 28 pages | Euromonitor

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### **Report description:**

Sales growth of sweet biscuits, snack bars and fruit snacks in Hong Kong is slowing, due to a shift in consumption patterns amid greater time spent outside of the home. Supermarket prices for sweet biscuits are increasing, in part due to the challenging economic outlook and rising costs of raw materials, such as sugar and cocoa beans. This price inflation is contributing to sustained value growth, while notably slowing retail volume growth. However, the category is largely being driven by sales...

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 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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Euromonitor International  
June 2024

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Growth starts to slow due to greater mobility, reducing at-home snacking occasions  
Portion-controlled fruit snacks remain in demand as a healthy alternative  
Brands offer new products and flavours to gain consumer attention and encourage sales

**PROSPECTS AND OPPORTUNITIES**

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