

Sweet Biscuits, Snack Bars and Fruit Snacks in South Korea

Market Direction | 2024-06-18 | 26 pages | Euromonitor

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Report description:

Sweet biscuits, snack bars and fruit snacks in South Korea is set to maintain retail volume and current value growth in 2024, with growth anticipated for all the main categories. In particular, remarkable growth is expected for cereal bars and protein/energy bars, particularly protein bars, which has experienced double-digit retail current value growth annually since 2019. This trend reflects the increasing focus on health and fitness amongst Korean consumers, who are seeking convenient, nutriti...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in South Korea 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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2024 DEVELOPMENTS

Rapid growth for cereal bars and protein/energy bars
Notable growth for plain biscuits within sweet biscuits
The challenge of meeting the demands of health-conscious consumers

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Popularity and growth of protein/energy bars likely to be sustained
Price pressures from rising raw materials costs
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Key trends in 2024
Competitive landscape
Channel developments

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What next for snacks?

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