

## **Sweet Biscuits, Snack Bars and Fruit Snacks in New Zealand**

Market Direction | 2024-07-01 | 29 pages | Euromonitor

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### **Report description:**

Sweet biscuits, snack bars and fruit snacks in New Zealand is experiencing a more favourable trading environment compared to 2023, largely due to improvements in supply chain efficiencies, reduced logistics costs, and a decrease in major commodity prices from their peak levels. However, despite these positive developments, the category continues to grapple with weak consumer demand. The ongoing cost-of-living crisis is compelling many consumers to tighten their budgets, which is having a noticea...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in New Zealand 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.

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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What next for snacks?

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