

Sweet Biscuits, Snack Bars and Fruit Snacks in Australia

Market Direction | 2024-07-16 | 30 pages | Euromonitor

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Report description:

Demand for sweet biscuits in Australia continues to decline, while value sales continue to rise due to increasing unit prices amid inflation. Local consumers are also focusing on improving their overall health and wellbeing through their diets. Sweet biscuits, in particular, are perceived as high in sugar with limited nutritional benefits, and often positioned as an indulgent treat.

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

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Euromonitor International

July 2024

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Rising demand for protein/energy bars amid overall decline for snack bars

Fruit snacks on the decline but opportunities are still present in the local market

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Private label has potential to gain greater penetration of category

Supermarket CSR goals include reducing availability of sugary snacks and drinks

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