

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

Market Direction | 2024-07-16 | 22 pages | Euromonitor

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### **Report description:**

Sweet biscuits, snack bars and fruit snacks continued to be the largest snack in terms of value sales in Pakistan, with sweet biscuits dominating volume sales. In 2024, in spite of continuing high inflation, the segment is expected to register healthy constant value and volume growth. A stabilising economy is boosting sales. In addition, continuing population growth also boost volume sales. Plain and filled biscuits account for significant volume sales, while cookies and wafers also having notab...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Pakistan 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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