

Sweet Biscuits, Snack Bars and Fruit Snacks in Singapore

Market Direction | 2024-07-10 | 28 pages | Euromonitor

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Report description:

In 2024, overall sweet biscuits, snack bars and fruits snacks in Singapore is set to return to modest growth in retail volume terms, following consecutive declines in 2022 and 2023, thanks to a slowdown in unit price growth. Snack bars, which are positioned as a healthy and convenient snack option, is anticipated to see only minimal retail volume growth in 2024, while showing a solid increase in retail current value terms, indicating that value growth is being primarily driven by inflationary fa...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Singapore 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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Return to slight volume growth as unit price growth slows

Indulgence continues to drive flavour innovation in sweet biscuits

Nature Valley continues to lead snack bars amidst intensifying competition

PROSPECTS AND OPPORTUNITIES

Sweet biscuits, snack bars and fruit snacks set to see positive volume growth as consumer confidence recovers

Health and wellness trend set to drive a move towards healthier snacking options

More chocolate confectionery players set to expand their portfolios to include sweet biscuits amidst stagnant volumes

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