

Sweet Biscuits, Snack Bars and Fruit Snacks in the Philippines

Market Direction | 2024-07-15 | 26 pages | Euromonitor

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Report description:

Sweet biscuits, snack bars and fruit snacks in the Philippines continue to show some divergence in sales development during 2024. Sweet biscuits benefited from the severe restrictions on consumer mobility amid the (COVID-19) pandemic, with consumers turning to these products for snacks during long periods in the home. On the other hand, more on-the-go options like snack bars and fruit snacks suffered strong decreases in demand. However, as the country continues to emerge out of the pandemic, wit...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Philippines 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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The demand for sweet biscuits stabilises while snack bars and fruit snacks continue to recover

Product innovations and marketing excite the category

Protein/energy bars loses out while tourism boosts fruit snacks

PROSPECTS AND OPPORTUNITIES

Retail e-commerce to continue to gain traction in sweet biscuits, snack bars and fruit snacks

Local players to continue to lead but some fragmentation may be seen

Protein/energy bars to continue to drag down snack bars

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What next for snacks?

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