

Sweet Biscuits, Snack Bars and Fruit Snacks in Malaysia

Market Direction | 2024-07-22 | 26 pages | Euromonitor

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Report description:

The market for sweet biscuits, snack bars and fruit snacks in Malaysia is set to see a stagnant performance in retail volume terms in 2024, continuing the trend of the previous year. However, on a more positive note, the category is expected to see further expansion in constant (real) value terms, thanks to a shift away from plain biscuits towards more indulgent chocolate coated biscuits and cookies, which benefit from higher unit prices. Chocolate coated biscuits have also cannibalised sales fr...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Malaysia 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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SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Chocolate coated biscuits and cookies lead in growth in 2024
Plain biscuits and wafers experience intense competition for shelf space
Players invest in ongoing new product innovation in bid to stimulate demand

PROSPECTS AND OPPORTUNITIES

Removal of government subsidies is likely to impact retail demand over the forecast period
Fruit snacks will see decline in volume sales, while snack bars will struggle to achieve significant growth
Further expansion of convenience store channel will help to support demand

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