

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

Market Direction | 2024-08-16 | 25 pages | Euromonitor

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### **Report description:**

Sweet biscuits, snack bars and fruit snacks is achieving decent value and volume growth in Indonesia in 2024. Fruit snacks is seeing the strongest volume growth, while sweet biscuits shows the strongest value growth. However, as seen across snacks generally, consumers continue to limit their spending on non-essential products and seek the best value for money they can find.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Indonesia 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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#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sweet biscuits maintain popularity, while fruit snacks benefits from local fruit production

Mayora maintains its lead thanks to well-established portfolio within sweet biscuits

Sales channels vary, depending on product maturity in the country

#### PROSPECTS AND OPPORTUNITIES

Healthy positioning of snacks set to be a growth driver

Uneven maturity of subcategories offers growth opportunities

E-commerce can play important role for emerging premium products

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