

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

Market Direction | 2024-08-29 | 28 pages | Euromonitor

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### **Report description:**

The market for sweet biscuits, snack bars and fruit snacks in Thailand is expected to see modest increase in retail volume sales in 2024, following a slight dip in the previous year. While unit price growth is decelerating, the high cost of living continues to strain household budgets. Consequently, discretionary items, such as sweet biscuits, are likely to face heightened pressure as consumers tighten their spending.

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