



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in the Philippines

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

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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Snacks in the Philippines - Industry Overview

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-the-philippines/report.