



**Euromonitor  
International**

# Sweet Biscuits, Snack Bars and Fruit Snacks in Canada

June 2025

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Canadians continue to seek moments of comfort, supporting value growth in 2025

Mondelez Canada Inc retains its lead, while Nestlé Canada Inc records strong growth

Retail e-commerce continues to rise as consumers appreciate ease and convenience

#### PROSPECTS AND OPPORTUNITIES

Modest value growth and flat volume sales are predicted for the forecast period

Snack bars are expected to be the key focus of innovation, aligning with consumer demands

Sugar aversion and front-of-label packaging requirements are set to negatively impact sales

#### CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

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## SOURCES

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