



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Singapore

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Return to slight volume growth as unit price growth slows
- Indulgence continues to drive flavour innovation in sweet biscuits
- Nature Valley continues to lead snack bars amidst intensifying competition

PROSPECTS AND OPPORTUNITIES

- Sweet biscuits, snack bars and fruit snacks set to see positive volume growth as consumer confidence recovers
- Health and wellness trend set to drive a move towards healthier snacking options
- More chocolate confectionery players set to expand their portfolios to include sweet biscuits amidst stagnant volumes

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Snacks in Singapore - Industry Overview

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DISCLAIMER

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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-singapore/report.