



**Euromonitor  
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# Sweet Biscuits, Snack Bars and Fruit Snacks in Hong Kong, China

June 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth starts to slow due to greater mobility, reducing at-home snacking occasions
- Portion-controlled fruit snacks remain in demand as a healthy alternative
- Brands offer new products and flavours to gain consumer attention and encourage sales

PROSPECTS AND OPPORTUNITIES

- Increasing demand for fruit snacks and energy bars due to health considerations
- Resurgence of traditional childhood favourites to sustain demand
- Potential shift in distribution due to growing popularity of warehouse clubs

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Snacks in Hong Kong, China - Industry Overview

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