



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Thailand

August 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Modes growth amid reduced consumer spending power
- Indulgence trend continues to drive flavour innovations in sweet biscuits
- URC Thailand embarks on brand collaborations to expand its target audience

PROSPECTS AND OPPORTUNITIES

- Availability and habit will remain important growth drivers
- Health and wellness trend will drive a move towards “better for you” snacking options
- Sweet biscuits players will engage in various marketing strategies to drive growth in competitive market

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Snacks in Thailand - 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-thailand/report.