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Sweet Biscuits, Snack Bars and Fruit Snacks in Australia

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Health and wellness one of the driving factors behind decline for sweet biscuits
- Rising demand for protein/energy bars amid overall decline for snack bars
- Fruit snacks on the decline but opportunities are still present in the local market

PROSPECTS AND OPPORTUNITIES

- Private label has potential to gain greater penetration of category
- Supermarket CSR goals include reducing availability of sugary snacks and drinks
- Health and wellness focus will continue to drive new product development

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Snacks in Australia - 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-australia/report.