



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Taiwan

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Stagnation in sweet biscuits
- Private label expands in fruit snacks
- I-Mei develops freeze-dried offer

PROSPECTS AND OPPORTUNITIES

- Snack bars to see limited growth
- Strong cross-category competition between sweet and savoury biscuits
- More cross-category innovation

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Snacks in Taiwan - 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-taiwan/report.