



**Euromonitor  
International**

# Sweet Biscuits, Snack Bars and Fruit Snacks in Malaysia

June 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Sales see strong growth as consumption patterns evolve

Local players taking on a greater role in the market

Distribution landscape evolving in line with local consumption habits

### PROSPECTS AND OPPORTUNITIES

Sales set for steady growth with local players looking to win share

The evolving digital landscape is likely to inform the category's future development

Health-focused consumers likely to demand healthier snacks

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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-malaysia/report](http://www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-malaysia/report).