



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in New Zealand

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Value remains resilient amid weak volume performance due to cost-of-living crisis
- Players are focusing on back-to-school season
- Expansion of gluten-free options across the category

PROSPECTS AND OPPORTUNITIES

- Convenient nutrition set to fuel growth of snack bars
- Arnotts is poised to solidify its position in sweet biscuits
- Fruit snacks on track for expansion

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Snacks in New Zealand - 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-new-zealand/report.