



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Indonesia

August 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sweet biscuits maintain popularity as wheat supply and prices stabilise
Mayora maintains its lead thanks to well-established portfolio within sweet biscuits
Sales channels vary, depending on product maturity in the country

PROSPECTS AND OPPORTUNITIES

Healthy positioning of snacks set to be a growth driver
Uneven maturity of subcategories offers growth opportunities
E-commerce can play important role for emerging premium products

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Snacks in Indonesia - 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-indonesia/report.