



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in China

June 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sluggish growth seen in 2025

Mondelez maintains overall leadership

Supermarkets leads distribution, with e-commerce standing out in snack bars

PROSPECTS AND OPPORTUNITIES

Value growth to improve during forecast period as competition intensifies, with players investing in bite-sized snacks and sensory experiences

Chocolate players enter with a focus on biscuits

Government health initiatives may impact innovation

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DISCLAIMER

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