



**Euromonitor
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Sweet Biscuits, Snack Bars and Fruit Snacks in South Korea

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing preference for health-conscious and nutrient-rich snacks

Despite new entrants, leading players retain stronghold

Inadequate value delivered by packaged chocolate coated biscuits, compared with well-developed chocolate desserts in foodservice outlet

PROSPECTS AND OPPORTUNITIES

Legacy snack brands set to undergo inevitable transformation as more consumers seek novelty and trendiness

Meal-replacement biscuits and snacks face potential challenges

The rise of individually packaged biscuits

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DISCLAIMER

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