



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Pakistan

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Healthy performance for Pakistan’s most popular snack
- Emergence of snack bars
- English Biscuit retains healthy lead

PROSPECTS AND OPPORTUNITIES

- Expanding distribution for snack bars
- Untapped demand for fruit snacks
- Increased focus on on-the-go snacking

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Snacks in Pakistan - 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-pakistan/report.