



Euromonitor
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Sweet Biscuits, Snack Bars and Fruit Snacks in the US

June 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Prevailing wellness trends slow growth in 2025

Strategic focus on core brands

Value-conscious shopping directs growth across retail distribution channels

PROSPECTS AND OPPORTUNITIES

Health claims and product reformulations will inform innovation in forecast period

Influencer and social media marketing set to further drive brand engagement

Regulation changes and GLP-1 use reshape snack preferences

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DISCLAIMER

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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-the-us/report.