

Sweet Biscuits, Snack Bars and Fruit Snacks in Australia

June 2023

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Sweet Biscuits, Snack Bars and Fruit Snacks in Australia - Category analysis

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2023 DEVELOPMENTS

Inflation and unit price rises drive value growth, while volumes continue to fall

Protein/energy bars leads growth

Consumers are seeking indulgent and fun snacking

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Health and wellness set to drive innovation in sweet biscuits and snack bars

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