

# Sweet Biscuits, Snack Bars and Fruit Snacks in China

June 2023

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

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sweet biscuits and fruit snacks recover from 2022 declines, but snack bars sees a more significant surge Freeze-dried fruit snacks drives growth in fruit snacks Small packaging continues to be the trend in sweet biscuits in 2023

#### PROSPECTS AND OPPORTUNITIES

Sweet biscuits, snack bars and fruit snacks set to develop with the health trend The health trend and sensory experiences will drive innovation in fruit snacks Protein/energy bars, filled biscuits and wafers to record solid growth

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