

Sweet Biscuits, Snack Bars and Fruit Snacks in China

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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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