

Sweet Biscuits, Snack Bars and Fruit Snacks in South Korea

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

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2023 DEVELOPMENTS

Sales growth maintained, with no noticeable changes in the competitive landscape

Snack bars takes centre stage, expanding its presence in snacks

The character craze captivates younger generations in sweet biscuits

PROSPECTS AND OPPORTUNITIES

Rising demand for healthier snacks set to drive growth

Sales of protein/energy bars set to overtake cereal bars over the forecast period

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