

Sweet Biscuits, Snack Bars and Fruit Snacks in Singapore

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

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2023 DEVELOPMENTS

Retail volumes under pressure as inflation reduces consumers' purchasing power Intense competition within snack bars Indulgence continues to be key to growth in sweet biscuits

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Pushing premiumisation with fortification, on top of protein-ification Higher demand for fruit snacks offering innovation Refocusing on core products within sweet biscuits categories

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