Euromonitor International

Sweet Biscuits, Snack Bars and Fruit Snacks in Taiwan, China

September 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Local Demand Sustains Strong Retail Value Growth Amid Rising Food Spending
Sweet Biscuits Maintain Leadership While Snack Bars Gain Momentum
Functional and Convenient Formats Support Everyday Consumption
Chart 2 - High Protein Meal Replacement
Chart 3 - Value Sales 2021-2031
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Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Snack Bars Is Set to Outpace Sweet Biscuits Despite Continued Dominance of the Latter
Clean-Label Credentials and Texture Innovation Expected to Drive Premium Positioning
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Chart 7 - Forecast Value Sales 2021-2031
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Lotte Taiwan Gains Momentum as Smaller Players Strengthen Their Presence
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CHANNELS

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Retail E-Commerce Strengthens Its Position through Convenience and Digital Engagement
Chart 11 - Retail Channels 2021-2026

PRODUCTS

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WHAT'S NEXT?

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Chart 26 - Company Shares 2026

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CHANNELS

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E-Commerce Expands through Value, Assortment and Product Discovery

Retail Channels Benefit From Changing Consumption Habits

Chart 28 - Retail Channels 2021-2026

PRODUCTS

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Cross-Category Collaboration and Seasonal Launches Accelerate the Pace of New Products

Channel Growth Confirms That Innovation Directly Converts into Incremental Revenue

ECONOMIC CONTEXT

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Chart 30 - Real Gdp Growth 2021-2031

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-taiwan-china/report.