

Sweet Biscuits, Snack Bars and Fruit Snacks in Taiwan

July 2023

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

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2023 DEVELOPMENTS

Sweet biscuits shows strong growth due to sweet cravings Snack bars witness stronger performance Oreo uses new flavours and co-branding to drive sales

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Rising popularity of plain biscuits Savoury snacks players shift into sweet biscuits Innovation remains vital to this competitive category

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