



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Asia Pacific

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INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Asia Pacific has the biggest sweet biscuits, snacks bars and fruit snacks regional market

Positive growth rates expected throughout the 2017-2027 period

India adds most new sales over the 2017-2022 period

Sweet biscuits dominate sales, protein/energy bars most dynamic over 2017-2022

Sweet biscuits account for the bulk of new sales in 2017-2022

Performances in the leading markets hit by price sensitivity

E-commerce has continued gaining share in recent years...

...but store-based retailing continues to dominate distribution in Asia Pacific

LEADING COMPANIES AND BRANDS

Relatively fragmented competitive landscape at a regional level

Mondelez continues to expand its lead at a regional level

Mondelez has a presence across the region

Britannia, Parle and Oreo continue to lead the regional market

FORECAST PROJECTIONS

Positive growth expected for Asia Pacific over 2022-2027...

...in spite of stagnating sales in China

Dynamic growth expected in the Philippines

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Pakistan: Market Context

Pakistan: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

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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-asia-pacific/report.