



Sweet Biscuits, Snack Bars and Fruit Snacks in Kuwait

August 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

INDUSTRY PERFORMANCE

Health-Focused Innovation Supports Growth Despite Weaker Volume Demand

Promotional Activity and Private Label Competition Intensify

Stable Food Expenditure Supports a Positive Outlook

Chart 1 - Value Sales 2021-2031

Chart 2 - Volume Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Affordable Brands Expected to Benefit From Value-Conscious Spending

Food Expenditure Growth Projected to Support Long-Term Sales Expansion

Wellness Trends to Reshape Product Development through 2031

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Holds Firm as Iffco'S Financial Difficulties Alter Competition

Chart 6 - Company Shares 2026

Chart 7 - Brand Shares 2026

CHANNELS

Hypermarkets and Co-Ops Gain Ground as Pricing Pressures Reshape Channel Shares

Convenience Chains and Digital Retail Expand Access and Availability

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ECONOMIC CONTEXT

Chart 9 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 10 - Real Gdp Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

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Chart 13 - Population 2021-2031

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EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

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Chart 17 - Value Sales 2021-2031

Chart 18 - Value Sales by Category 2026

WHAT'S NEXT?

Health-Focused Snacks Expected to Support Forecast Growth

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Chart 19 - Forecast Value Sales 2021-2031

Chart 20 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

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Chart 21 - Company Shares 2026

Chart 22 - Brand Shares 2026

CHANNELS

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Chart 23 - Retail Channels 2021-2026

PRODUCTS

Trends Steering New Product Development

Confectionery and Savoury Lines Embrace Regional Fusion

Innovation Protects Margins as Cost Pressures Persist

ECONOMIC CONTEXT

Chart 24 - Economic Context for Snacks

Chart 25 - Real Gdp Growth 2021-2031

Chart 26 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 27 - Consumer Context for Snacks

Chart 28 - Population 2021-2031

Chart 29 - Population by Generation 2026

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