

Sweet Biscuits, Snack Bars and Fruit Snacks in Singapore

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Return to slight volume growth as unit price growth slows
Indulgence continues to drive flavour innovation in sweet biscuits
Nature Valley continues to lead snack bars amidst intensifying competition

PROSPECTS AND OPPORTUNITIES

Sweet biscuits, snack bars and fruit snacks set to see positive volume growth as consumer confidence recovers
Health and wellness trend set to drive a move towards healthier snacking options
More chocolate confectionery players set to expand their portfolios to include sweet biscuits amidst stagnant volumes

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