

Sweet Biscuits, Snack Bars and Fruit Snacks in Asia Pacific

October 2022

Table of Contents

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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