



Sweet Biscuits, Snack Bars and Fruit Snacks in China

June 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sweet biscuits, snack bars and fruit snacks sees minimal growth in 2024, as consumers demand cost-effectiveness

Snack bars experiences a dramatic drop in China, due to fierce competition from alternative products

Mondelez maintains its leadership in sweet biscuits, snack bars and fruit snacks

PROSPECTS AND OPPORTUNITIES

Bite-sized trend and sensory experiences set to drive innovation in sweet biscuits and fruit snacks

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