

# Sweet Biscuits, Snack Bars and Fruit Snacks in Australia

July 2024

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Health and wellness one of the driving factors behind decline for sweet biscuits  
Rising demand for protein/energy bars amid overall decline for snack bars  
Fruit snacks on the decline but opportunities are still present in the local market

### PROSPECTS AND OPPORTUNITIES

Private label has potential to gain greater penetration of category  
Supermarket CSR goals include reducing availability of sugary snacks and drinks  
Health and wellness focus will continue to drive new product development

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