

Sweet Biscuits, Snack Bars and Fruit Snacks in India

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Major brands focus on functional fortification in sweet biscuits to attract increasingly health-conscious consumers

Snack bars emerges as fastest growing category

Britannia leads the way with digital exclusive marketing approach for sweet biscuits

PROSPECTS AND OPPORTUNITIES

Players will look to create extensions of major brands tailored to cater for new consumption occasions

Brands likely to launch premium biscuits with a focus on local sourcing to maintain healthy margins

Major players will aim to further strengthen their online presence

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