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Sweet Biscuits, Snack Bars and Fruit Snacks in Hong Kong, China

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Protein bars emerge as a key growth driver for the category
Brands innovate in order to remain competitive
Rising demand for convenient nutrition as mobility increases post-pandemic

PROSPECTS AND OPPORTUNITIES

Influx of Chinese brands may intensify competition in the category over the forecast period
Discount retailers may disrupt traditional channels in the coming years
Functional sweet biscuits likely to emerge over the forecast period

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025
Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025
Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025
Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025
Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2022-2025
Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2021-2025
Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2022-2025
Table 9 - NBO Company Shares of Snack Bars: % Value 2021-2025
Table 10 - LBN Brand Shares of Snack Bars: % Value 2022-2025
Table 11 - NBO Company Shares of Fruit Snacks: % Value 2021-2025
Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2022-2025
Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2020-2025
Table 14 - Distribution of Sweet Biscuits by Format: % Value 2020-2025
Table 15 - Distribution of Snack Bars by Format: % Value 2020-2025
Table 16 - Distribution of Fruit Snacks by Format: % Value 2020-2025
Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2025-2030
Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2025-2030
Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2025-2030
Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2025-2030

Snacks in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

Table 21 - Sales of Snacks by Category: Volume 2020-2025
Table 22 - Sales of Snacks by Category: Value 2020-2025
Table 23 - Sales of Snacks by Category: % Volume Growth 2020-2025
Table 24 - Sales of Snacks by Category: % Value Growth 2020-2025
Table 25 - NBO Company Shares of Snacks: % Value 2021-2025
Table 26 - LBN Brand Shares of Snacks: % Value 2022-2025
Table 27 - Penetration of Private Label by Category: % Value 2020-2025
Table 28 - Distribution of Snacks by Format: % Value 2020-2025

Table 29 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 30 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-hong-kong-china/report.