



**Euromonitor
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Sweet Biscuits, Snack Bars and Fruit Snacks in Taiwan

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

2025 sees value-driven growth amid flat volume growth

Major players lead competitive landscape

Product traits shape retail distribution

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Rising demand for natural and additive-free biscuits

Snack bars poised for strong and sustained growth

Rich texture emerges as key trend in innovation

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