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International

# Sweet Biscuits, Snack Bars and Fruit Snacks in China

June 2025

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sluggish growth seen in 2025

Mondelez maintains overall leadership

Supermarkets leads distribution, with e-commerce standing out in snack bars

#### PROSPECTS AND OPPORTUNITIES

Value growth to improve during forecast period as competition intensifies, with players investing in bite-sized snacks and sensory experiences

Chocolate players enter with a focus on biscuits

Government health initiatives may impact innovation

#### 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 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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