



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Colombia

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Focus on indulgence informing new product development

Leader continues to innovate, while private label expands

Discounters continues to solidify position in sweet biscuits

PROSPECTS AND OPPORTUNITIES

Positive outlook

Seasonal holidays and gifting availability on biscuits' radar

Health and wellness focus will continue to drive new product development

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DISCLAIMER

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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-colombia/report.