

Snacks in Bangladesh

July 2025

Table of Contents

Snacks in Bangladesh

EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

Chart 1 - Snacks: Supermarket

Chart 2 - Snacks: Small Local Grocer

Chart 3 - Snacks: Supermarket

Chart 4 - Snacks: Small Local Grocer

MARKET DATA

- Table 1 Sales of Snacks by Category: Volume 2020-2025
- Table 2 Sales of Snacks by Category: Value 2020-2025
- Table 3 Sales of Snacks by Category: % Volume Growth 2020-2025
- Table 4 Sales of Snacks by Category: % Value Growth 2020-2025
- Table 5 NBO Company Shares of Snacks: % Value 2021-2025
- Table 6 LBN Brand Shares of Snacks: % Value 2022-2025
- Table 7 Distribution of Snacks by Format: % Value 2020-2025
- Table 8 Forecast Sales of Snacks by Category: Volume 2025-2030
- Table 9 Forecast Sales of Snacks by Category: Value 2025-2030
- Table 10 Forecast Sales of Snacks by Category: % Volume Growth 2025-2030
- Table 11 Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

CONFECTIONERY

Key Data Findings

2025 Developments

Demand for chocolate and sugar confectionery rises despite price increases

Established and accessible brands dominate the competitive landscape

Traditional retailers continue to lead, while modern formats offer wider variety

Prospects and Opportunities

Continued growth forecast as demand spreads beyond urban centres

Digital innovation and product variety to support further category expansion

Taxation and investment likely to shape the competitive landscape

Category Data

- Table 12 Sales of Confectionery by Category: Volume 2020-2025
- Table 13 Sales of Confectionery by Category: Value 2020-2025
- Table 14 Sales of Confectionery by Category: % Volume Growth 2020-2025
- Table 15 Sales of Confectionery by Category: % Value Growth 2020-2025
- Table 16 NBO Company Shares of Confectionery: % Value 2021-2025
- Table 17 LBN Brand Shares of Confectionery: % Value 2022-2025
- Table 18 Forecast Sales of Confectionery by Category: Volume 2025-2030
- Table 19 Forecast Sales of Confectionery by Category: Value 2025-2030
- Table 20 Forecast Sales of Confectionery by Category: % Volume Growth 2025-2030
- Table 21 Forecast Sales of Confectionery by Category: % Value Growth 2025-2030

Key Data Findings

2025 Developments

Live bakery outlets impact packaged biscuit sales

Intense competition persists among local producers

Traditional retail continues to dominate amid limited digital uptake

Prospects and Opportunities

VAT hike creates uncertainty despite continued demand for affordable formats

Innovation in packaging and product sizing continues to support mass appeal

Local manufacturers benefit from import tax increases and expanding production

Category Data

Table 22 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

Table 23 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025

Table 24 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025

Table 25 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value2021-2025

Table 27 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value2022-2025

Table 28 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2025-2030

Table 29 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2025-2030

Table 30 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2025-2030

Table 31 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2025-2030

ICE CREAM

Key Data Findings

2025 Developments

Heatwaves support growing demand for ice cream

Established leaders drive performance through affordability and innovation

Traditional retail remains dominant, while modern channels gain ground

Prospects and Opportunities

Rising prices may constrain demand among lower-income consumers

Budget-friendly formats and product innovation underpin category resilience

Investment and formalisation reshape the competitive and regulatory landscape

Category Data

Table 32 - Sales of Ice Cream by Category: Volume 2020-2025

Table 33 - Sales of Ice Cream by Category: Value 2020-2025

Table 34 - Sales of Ice Cream by Category: % Volume Growth 2020-2025

Table 35 - Sales of Ice Cream by Category: % Value Growth 2020-2025

Table 36 - NBO Company Shares of Ice Cream: % Value 2021-2025

Table 37 - LBN Brand Shares of Ice Cream: % Value 2022-2025

Table 38 - Forecast Sales of Ice Cream by Category: Volume 2025-2030

Table 39 - Forecast Sales of Ice Cream by Category: Value 2025-2030

Table 40 - Forecast Sales of Ice Cream by Category: % Volume Growth 2025-2030

Table 41 - Forecast Sales of Ice Cream by Category: % Value Growth 2025-2030

SAVOURY SNACKS

Key Data Findings

2025 Developments

Growth in savoury snacks supported by rising demand and product variety

Local and multinational players compete through flavour and scale

Traditional retail dominates distribution, supported by informal shop formats

Prospects and Opportunities

Sales set to rise as inflation stabilises and consumer spending recovers

Improved packaging and wider access channels support category expansion

Local production and investment foster long-term industry resilience

Category Data

- Table 42 Sales of Savoury Snacks by Category: Volume 2020-2025
- Table 43 Sales of Savoury Snacks by Category: Value 2020-2025
- Table 44 Sales of Savoury Snacks by Category: % Volume Growth 2020-2025
- Table 45 Sales of Savoury Snacks by Category: % Value Growth 2020-2025
- Table 46 NBO Company Shares of Savoury Snacks: % Value 2021-2025
- Table 47 LBN Brand Shares of Savoury Snacks: % Value 2022-2025
- Table 48 Forecast Sales of Savoury Snacks by Category: Volume 2025-2030
- Table 49 Forecast Sales of Savoury Snacks by Category: Value 2025-2030
- Table 50 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030
- Table 51 Forecast Sales of Savoury Snacks by Category: % Value Growth 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus
 of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/snacks-in-bangladesh/report.