



Euromonitor  
International

# Snacks in Tanzania

July 2025

Table of Contents

## Snacks in Tanzania

### EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

### 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

Summary 1 - Research Sources

### CONFECTIONERY

Key Data Findings

2025 Developments

Price pressures test consumer resilience amid volume growth

Local producers leverage affordability and variety to gain share

Supermarkets deepen dominance as informal trade remains vital

Prospects and Opportunities

Product innovation and value pricing will shape future consumption

Brand localisation and responsible sourcing will become more important

Urbanisation and digital tools will broaden retail access

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

### SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS

Key Data Findings

2025 Developments

Locally produced biscuits gain ground amid pricing pressures

Azam Biscuits strengthens leadership through affordability and integration

Supermarkets lead biscuit sales as e-commerce gains traction

## Prospects and Opportunities

Affordability, innovation and flavour variety to support steady growth

E-commerce, mobile money and rural expansion reshape distribution

Health-focused and sustainable offerings gain consumer interest

## 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: % Value 2021-2025

Table 27 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2022-2025

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

The growing appeal of accessible indulgence in ice cream

Azam's strategic dominance in the competitive landscape

Evolving distribution networks and the nascent role of e-commerce

### Prospects and Opportunities

Demographic changes, climate factors and evolving consumer preferences to boost ice cream consumption

Advancements in cold chain and distribution infrastructure

Legislative shifts influencing local production and market formalisation

## 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

Innovation and evolving consumer preferences driving market dynamics

Competitive strategies and the rise of local players

The evolving landscape of savoury snack distribution

### Prospects and Opportunities

Demographic changes and evolving consumer lifestyles to influence demand for savoury snacks

Digital engagement and marketing innovations shaping consumer reach

Health and wellness and sustainable sourcing driving product evolution

## 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 focussing 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-tanzania/report](https://www.euromonitor.com/snacks-in-tanzania/report).