



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in the United Kingdom

June 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Current value sales continue to increase as global cocoa supply remains tight
Leading brands expand their presence as innovation in flavour expansion intensifies.
Discounters continues to expand its share as price sensitivity persists

PROSPECTS AND OPPORTUNITIES

Sales continue to grow as innovation focuses on health and functional ingredients
Fruit snacks shows great growth potential as parents become increasingly health conscious
The desire for indulgence remains crucial for the category's growth

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Snacks in the United Kingdom - Industry Overview

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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-the-united-kingdom/report.