



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Singapore

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Moderate growth for sweet biscuits, snack bars, and fruit snacks, contributed in part by the widening variety of brands
Kraft Foods remains the leading company in 2025 due to its strength in sweet biscuits
Supermarkets dominates overall retail sales but retail e-commerce sees dynamism

PROSPECTS AND OPPORTUNITIES

Premiumisation and flavour innovation to drive the evolution of sweet biscuits
Digital engagement and private label innovations set to continue in convenience stores
Unpackaged sweet biscuits may grow in prominence, targeting similar consumption occasions

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Snacks in Singapore - 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-singapore/report.