



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in New Zealand

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for on-the-go nutrition driving strong growth in snack bars
Griffins Foods and Arnott's New Zealand collectively dominate sales
Supermarkets retain their dominance

PROSPECTS AND OPPORTUNITIES

Growth set to be fuelled by health, convenience and value-led innovation
Rejuvenation of fruit snacks with healthier options hitting the market
Experiential snacking and the rise of at-home bake-it-yourself options

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Snacks in New Zealand - 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-new-zealand/report.