



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Argentina

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet biscuits recover faster than snack bars and fruit snacks after economic disruption
Bagley and Mondelez dominate sweet biscuits while snack bar players lose ground
Distribution split between large retailers and small grocers as pricing pressures shift dynamics

PROSPECTS AND OPPORTUNITIES

Healthier snacks set to outperform as consumer awareness grows
Innovation opportunities expand as stability returns to the business landscape
Labelling legislation restricts promotions but has limited impact on demand

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Snacks in Argentina - 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-argentina/report.