



Euromonitor
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Sweet Biscuits, Snack Bars and Fruit Snacks in Pakistan

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Continued growth amid rising marketing investment

English Biscuit Manufacturers leads sales

Modern retail formats gain traction

PROSPECTS AND OPPORTUNITIES

Snack bars offer high potential, as consumers shift to healthier snacking habits

Rise of e-commerce will accelerate sales

Rising demand for health-driven snacking

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