

# Biscuits and Snack Bars in Australia

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## Abstracts

Australian consumers are enthusiastic snackers and biscuits have long played an important role in the collection of foods they choose to snack on. With a time-poor lifestyle and a tendency to skip breakfast – and increasingly even lunch – biscuits often filled the void, to the extent that prior to 2012, per capita consumption of biscuits was trending upwards. This upward trajectory subsequently slowed, as consumers search for alternative snacking options, and biscuits and snack bars registered...

Euromonitor International's Biscuits and Snack Bars in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

**Product coverage:** Biscuits, Snack Bars.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Biscuits and Snack Bars by Category: Volume 2010-2015

Table 2 Sales of Biscuits and Snack Bars by Category: Value 2010-2015

Table 3 Sales of Biscuits and Snack Bars by Category: % Volume Growth 2010-2015

Table 4 Sales of Biscuits and Snack Bars by Category: % Value Growth 2010-2015

Table 5 NBO Company Shares of Biscuits and Snack Bars: % Value 2011-2015

Table 6 LBN Brand Shares of Biscuits and Snack Bars: % Value 2012-2015

Table 7 NBO Company Shares of Biscuits: % Value 2011-2015

Table 8 LBN Brand Shares of Biscuits: % Value 2012-2015

Table 9 NBO Company Shares of Snack Bars: % Value 2011-2015

Table 10 LBN Brand Shares of Snack Bars: % Value 2012-2015

Table 11 Distribution of Biscuits and Snack Bars by Format: % Value 2010-2015

Table 12 Distribution of Biscuits by Format: % Value 2010-2015

Table 13 Distribution of Snack Bars by Format: % Value 2010-2015

Table 14 Forecast Sales of Biscuits and Snack Bars by Category: Volume 2015-2020

Table 15 Forecast Sales of Biscuits and Snack Bars by Category: Value 2015-2020

Table 16 Forecast Sales of Biscuits and Snack Bars by Category: % Volume Growth 2015-2020

Table 17 Forecast Sales of Biscuits and Snack Bars by Category: % Value Growth 2015-2020

Arnott's Biscuits Ltd in Packaged Food (australia)

Strategic Direction

Key Facts

Summary 1 Arnott's Biscuits Ltd: Key Facts

Competitive Positioning

Summary 2 Arnott's Biscuits Ltd: Competitive Position 2015

Goodman Fielder Ltd in Packaged Food (australia)

Strategic Direction

Key Facts

Summary 3 Goodman Fielder Ltd: Key Facts

Summary 4 Goodman Fielder Ltd: Operational Indicators

Competitive Positioning

Summary 5 Goodman Fielder Ltd: Competitive Position 2015

Sanitarium Health Food Co, the in Packaged Food (australia)

Strategic Direction

Key Facts

Summary 6 The Sanitarium Health Foods Co: Key Facts

Competitive Positioning

Summary 7 The Sanitarium Health Food Co: Competitive Position 2015

Wesfarmers Ltd in Packaged Food (australia)

Strategic Direction

Key Facts

Summary 8 Wesfarmers Ltd: Key Facts

Summary 9 Wesfarmers Ltd: Operational Indicators

Internet Strategy

Private Label

Summary 10 Wesfarmers Limited: Private Label Portfolio

Competitive Positioning

Summary 11 Wesfarmers Limited: Competitive Position 2014

Executive Summary

Growth in Packaged Food Slows As Consumers Skip Meals and Shift To Fresh Food

Is This the End of the 'foodie' Revolution?

Aldi Now the Largest Player Within Packaged Food in Australia

Supermarkets Dominance Beginning To Weaken

Value Growth To Return Over the Forecast Period

Key Trends and Developments

the Death of the Family Dinner

Australia Has A Snack Attack

the Aldi Effect

'for Those Who've Come Across the Seas, We've Boundless (food) To Share'

Foodservice: Key Trends and Developments

Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

Prospects

Category Data

Table 18 Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 19 Foodservice Sales of Packaged Food by Category: % Volume Growth  
2010-2015

Table 20 Forecast Foodservice Sales of Packaged Food by Category: Volume  
2015-2020

Table 21 Forecast Foodservice Sales of Packaged Food by Category: % Volume

## Growth 2015-2020

### Market Data

Table 22 Sales of Packaged Food by Category: Volume 2010-2015

Table 23 Sales of Packaged Food by Category: Value 2010-2015

Table 24 Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 25 Sales of Packaged Food by Category: % Value Growth 2010-2015

Table 26 GBO Company Shares of Packaged Food: % Value 2011-2015

Table 27 NBO Company Shares of Packaged Food: % Value 2011-2015

Table 28 LBN Brand Shares of Packaged Food: % Value 2012-2015

Table 29 Penetration of Private Label by Category: % Value 2010-2015

Table 30 Distribution of Packaged Food by Format: % Value 2010-2015

Table 31 Distribution of Packaged Food by Format and Category: % Value 2015

Table 32 Forecast Sales of Packaged Food by Category: Volume 2015-2020

Table 33 Forecast Sales of Packaged Food by Category: Value 2015-2020

Table 34 Forecast Sales of Packaged Food by Category: % Volume Growth

### 2015-2020

Table 35 Forecast Sales of Packaged Food by Category: % Value Growth 2015-2020

### Sources

Summary 12 Research Sources

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