

# Biscuits and Snack Bars in Thailand

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## Abstracts

Biscuits and snack bars witnessed slightly slower current retail value growth in 2015 than 2014. Slowdown in biscuits contributed to this trend, as consumers' health consciousness saw them cutting back on biscuits products, which are perceived to be unhealthy and fattening. On the contrary, some healthy consumers chose snack bars as breakfast and snack alternatives, even more so with its convenience for on-the-go consumption.

Euromonitor International's Biscuits and Snack Bars in Thailand 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.

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