

# **Biscuits and Crackers Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

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## **Abstracts**

The Global Biscuits And Crackers Market was valued at USD 108.8 billion in 2024 and is estimated to grow at a CAGR of 6.6% to reach USD 206.2 billion by 2034, fueled by consumers' rising preference for convenient and portable snack options that align with fast-paced lifestyles. Urbanization and evolving access to packaged food further push market demand, especially in developing regions. Increased exposure to Western eating habits and a rising urban population are accelerating consumption trends. A growing emphasis on health and wellness, paired with a shift toward functional and better-for-you snacks, is also reshaping product development.

Consumers seek options that align with specific dietary needs, such as low-sugar, high-protein, gluten-free, and plant-based formulations, pushing brands to innovate with cleaner labels and nutrient-rich ingredients. This health-conscious trend is also encouraging the incorporation of superfoods, probiotics, and natural sweeteners into traditional snack profiles to enhance their appeal. Additionally, the surge in digital commerce is making these products more accessible to a broader consumer base globally. Online platforms are not only expanding product reach but also offering personalized recommendations and subscription models, allowing manufacturers to engage directly with consumers and build brand loyalty across diverse demographics.

Product diversification continues to shape the market, with the sweet biscuits segment generating USD 49.1 billion in 2024. This segment remains dominant due to its widespread appeal and continuous innovation in flavor and texture, despite growing awareness around sugar intake. Meanwhile, savory crackers are witnessing increased attention, particularly gluten-free and protein-enriched options, as health-conscious consumers seek alternatives. These varieties cater to those prioritizing nutrition without

sacrificing taste, creating opportunities for new launches.

Wheat-based biscuits and crackers secured USD 28.5 billion market value in 2024, holding a 26% share. Their dominance stems from wheat's cost-effectiveness, reliable global supply, and flexibility in formulation, which allows for seamless flavor adaptation. Manufacturers favor wheat for its neutral taste and consistent baking properties, which support sweet and savory applications. While demand for gluten-free and multi-grain offerings rises, wheat remains the staple base, especially in price-sensitive regions where affordability is critical.

U.S. Biscuits and Crackers Market generated USD 32.1 billion in 2024 and is set to grow at a 6.9% CAGR through 2034. The country remains one of the largest and most mature snack markets in the world, driven by high disposable income, an ingrained snacking culture, and widespread retail availability. Demand for plant-based, allergen-free, and low-carb biscuit options is also gaining traction, aligning with consumer focus on wellness. Private labels in grocery chains have further contributed to market value, providing quality offerings that complement premium brands without sacrificing affordability.

Key players in the industry include Grupo Bimbo, Nestle S.A., Mondelez International Inc., Britannia Industries Limited, and Kellogg Company. These companies are strengthening their market position through focused strategies such as portfolio diversification, investment in healthier product lines, regional expansion, and partnerships with digital retailers. By tapping into emerging wellness trends and customizing offerings for local tastes, they aim to boost brand loyalty while meeting the dynamic needs of global consumers.

### **Companies Mentioned**

Arnott's Biscuits Limited, Bahlsen GmbH & Co. KG, Barilla G. e R. Fratelli S.p.A., Britannia Industries Ltd., Burton's Biscuit Company, Campbell Soup Company (Pepperidge Farm), Dare Foods Limited, Fox's Biscuits (2 Sisters Food Group), General Mills, Inc., Grupo Bimbo, ITC Limited, Kellogg Company, Keebler (Ferrero), Kind LLC, Kashi Company (Kellogg), Lotus Bakeries, Lotte Confectionery Co., Ltd., Mary's Gone Crackers, Meiji Holdings Co., Ltd., Mondelez International, Inc., Nairn's Oatcakes Limited, Nestle S.A., Orion Corporation, Parle Products Pvt. Ltd., PepsiCo, Inc. (Frito-Lay), Ryvita Company Limited (ABF), Snyder's-Lance, Inc. (Campbell Soup Company), United Biscuits (pladis), Walkers Shortbread Ltd., Yildiz Holding (Ulker)

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