

Healthy Biscuits Market Size, Share & Trends Analysis Report By Type (Functional & Digestive, Gluten Free, Reduced Fat), By Distribution Channel (Supermarkets / Hypermarkets, Convenience Stores, Online), By Region (North America, Europe), And Segment Forecasts, 2026 - 2033

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Abstracts

The global healthy biscuits market size was estimated at USD 3.02 billion in 2025 and is projected to reach USD 4.73 billion by 2033, growing at a CAGR of 5.8% from 2026 to 2033. Rising awareness of obesity, diabetes, gut-health issues, and lifestyle-related disorders is pushing people to choose snacks that offer functional benefits while still delivering convenience and taste.

This has accelerated the adoption of biscuits made with whole grains, oats, multigrain blends, millet, high-fiber ingredients, and reduced sugar, positioning them as acceptable everyday snacks among adults as well as children. As urban consumers snack more frequently throughout the day, healthy biscuits are becoming a preferred option due to their portability, longer shelf life, and perceived guilt-free consumption. Manufacturers are responding with value-added lines fortified with protein, prebiotics, probiotics, seeds, and plant-based fibers, making biscuits a part of the broader functional foods movement.

Growth in on-the-go lifestyles, especially among working professionals and students, reinforces recurring purchase behavior in retail and e-commerce channels. This evolving demand is also contributing to the expansion of the healthy cookie market, as consumers increasingly seek convenient yet nutritious snack alternatives.

In addition, the global trend toward clean-label and natural ingredient formulations is shaping the category. Consumers show a clear preference for biscuits free from trans fats, artificial colors, preservatives, and high-fructose sweeteners, driving reformulations and premium product launches. Health-conscious parents and young families are increasingly choosing biscuits marketed as kid-friendly, low sugar, fortified with iron/calcium, or made with whole-grain flours, expanding the segment's demographic reach and further supporting the healthy cookie market.

Exposure through social media, fitness influencers, and nutrition-focused communities promotes awareness of healthier snacking choices, normalizing products such as oat cookies, millet biscuits, digestive biscuits, and protein biscuits. Growth in e-commerce grocery has also widened access to niche and premium healthy biscuit brands, fueling trial and repeat purchases. Moreover, rising disposable incomes and willingness to spend on better-for-you products are supporting premiumization in the category, strengthening growth prospects for the healthy cookies market.

Global Healthy Biscuits Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis on the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the healthy biscuits market report based on type, distribution channel, and region:

Type Outlook (Revenue, USD Million, 2021 - 2033)

Functional & Digestive

Gluten Free

Reduced Fat

Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

India

Japan

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa (MEA)

South Africa

UAE

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