

# Biscuits Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global biscuits market size reached US\$ 117.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 159.2 Billion by 2028, exhibiting a growth rate (CAGR) of 4.9% during 2023-2028.

Biscuits refer to flour-based baked products that are generally unleavened, hard and flat. They are made using flour, fat (butter or shortening), liquid (buttermilk or milk), chemical leavening agent (baking soda or baking powder), eggs and other ingredients. Most biscuits are usually sweet and can also comprise sugar, jam, cinnamon, icing, chocolate, and ginger. On the other hand, some are savory and, therefore, taste like crackers. Biscuits are one of the most popular packaged snacks, which are widely consumed by individuals of all age groups across the globe. Nowadays, they are available in various shapes, flavors, toppings, fillings, and colors.

### Biscuits Market Trends:

Biscuits are a rich source of essential nutrients, including fibers, carbohydrates and fats, due to which their demand has increased globally. The growing awareness about these product ingredients and benefits among the masses represents the primary factor driving the market growth. Besides this, with the rising health consciousness, consumers are shifting toward healthy snacking options, which represents another major growth-inducing factor. Additionally, several leading manufacturers are launching innovative product variants, such as low-calorie, sugar-free, oat-based, nut-based, and high-fiber biscuits in attractive packaging to expand their customer base and gain a competitive edge. This, in confluence with the heavy investments in aggressive promotional activities by key players, is driving the market growth. Furthermore, the emerging trend of food-on-the-go and the increasing consumption of bakery products due to hectic lifestyles, inflating disposable incomes, and changing dietary habits are

catalyzing the market growth. Other factors, including rapid urbanization, product premiumization, technological advancements, and easy product availability via online and offline retail channels, are also creating a positive market outlook.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global biscuits market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, ingredient, packaging type and distribution channel.

#### Breakup by Product Type:

Crackers and Savory Biscuits

Plain Crackers

Flavored Crackers

Sweet Biscuits

Plain Biscuits

Cookies

Sandwich Biscuits

Chocolate-coated Biscuits

Others

#### Breakup by Ingredient:

Wheat

Oats

Millet

Others

#### Breakup by Packaging Type:

Pouches/Packets

Jars

Boxes

Others

#### Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores  
Independent Bakery  
Online Stores  
Others

#### Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Bahlsen GmbH & Co. KG, Britannia Industries Limited, Burton's Biscuit Company, ITC Limited, Kellogg Company, Lotus Bakeries Corporate, Mondelez International Inc., Nestlé S.A., Parle Products Private Limited, Pladis Global and Walker's Shortbread.

### Key Questions Answered in This Report:

How has the global biscuits market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global biscuits market?

What are the key regional markets?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the ingredient?

What is the breakup of the market based on the packaging type?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global biscuits market and who are the key players?

What is the degree of competition in the industry?

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