

# **Sweet Biscuit Market Report by Product Type (Chocolate-coated Biscuits, Cookies, Filled Biscuits, Plain Biscuits, Sandwich Biscuits, and Others), Source (Wheat, Oats, Millets, and Others), Distribution Channel (Supermarkets/Hypermarkets, Specialist Retailers, Convenience Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global sweet biscuit market size reached US\$ 91.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 129.4 Billion by 2032, exhibiting a growth rate (CAGR) of 3.87% during 2024-2032.

Sweet biscuits are flour-based baked products manufactured using sugar or salt, butter or vegetable shortening, and baking powder. Cookies, filled, chocolate-coated, plain, and sandwiches are some commonly available sweet biscuits that can be coated with a layer of custard, jam, creme, or chocolate filling. These items are rich in fibers, carbohydrates, vitamins, minerals, and fats that are essential to human health. They are widely available in various shapes, flavors, toppings, fillings, and colors. Sweet biscuits are cost-effective, easy-to-find, and easy-to-eat food with a long shelf life, making them ideal for snacking.

### **Sweet Biscuit Market Trends:**

The increasing demand for ready-to-eat (RTE) food products among the masses due to hectic lifestyles and busy schedules is driving the market growth. Additionally, the shifting consumer preferences toward healthy snacking options due to the rising lifestyle-related disorders, such as obesity, and the increasing awareness about personal well-being is favoring the market growth. In line with this, manufacturers are actively

indulging in the production of healthy biscuits in different flavors to enhance the product taste, which, in turn, is propelling the market growth. Apart from this, the introduction of low-fat, low-carb, organic, and high-fiber biscuits manufactured using organic and natural ingredients is providing an impetus to the market growth. Moreover, the launch of gluten-free sweet biscuits that help alleviate intestinal and dietary issues and are widely consumed by lactose intolerant and celiac patients is acting as another growth-inducing factor. Furthermore, key players are focusing on manufacturing oat-based, nut-based, and high-fiber biscuits in attractive packaging to expand their customer base and gain a competitive edge, which is augmenting the market growth. Other factors, including rising expenditure capacities of consumers, rapid urbanization, and easy product availability across e-commerce platforms, are anticipated to drive the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global sweet biscuit market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on product type, source and distribution channel.

#### Breakup by Product Type:

- Chocolate-coated Biscuits
- Cookies
- Filled Biscuits
- Plain Biscuits
- Sandwich Biscuits
- Others

#### Breakup by Source:

- Wheat
- Oats
- Millet
- Others

#### Breakup by Distribution Channel:

- Supermarkets/Hypermarkets
- Specialist Retailers

Convenience Stores  
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 (Ferrero SpA), ITC Limited, Kelloggs Company, Mondelez International Inc., Nestlé S.A., Parle Products Private Limited, The Campbell Soup Company and Yildiz Holding AS.

#### Key Questions Answered in This Report

1. What was the size of the global sweet biscuit market in 2023?
2. What is the expected growth rate of the global sweet biscuit market during 2024-2032?
3. What are the key factors driving the global sweet biscuit market?
4. What has been the impact of COVID-19 on the global sweet biscuit market?
5. What is the breakup of the global sweet biscuit market based on the product type?
6. What is the breakup of the global sweet biscuit market based on the source?
7. What is the breakup of the global sweet biscuit market based on distribution channel?
8. What are the key regions in the global sweet biscuit market?
9. Who are the key players/companies in the global sweet biscuit market?

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