

Biscuits Market Forecasts to 2032 – Global Analysis By Product Type (Sweet Biscuits and Crackers & Savory Biscuits), Source, Packaging Type, Distribution Channel and By Geography

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Abstracts

According to Statistics MRC, the Global Biscuits Market is accounted for \$135.1 billion in 2025 and is expected to reach \$191.4 billion by 2032 growing at a CAGR of 5.1% during the forecast period. Biscuits are baked food products made primarily from flour, fat, and a leavening agent. They can be sweet or savory and come in various textures, from soft and flaky to crisp and crunchy. Widely consumed as snacks or breakfast items, biscuits may include added ingredients like sugar, chocolate, fruits, or spices. Popular worldwide, they are convenient, shelf-stable, and often enjoyed with tea, coffee, or as part of light meals.

According to ReportLinker, European biscuit consumption is forecasted to hit 11 billion kilograms by 2026, marking a modest year-over-year growth of 0.2%, reversing a plateau since 2016.

Market Dynamics:

Driver:

Increasing demand for health-conscious and functional biscuits

Health-conscious consumers are increasingly seeking products with functional benefits, including high-fiber, protein-enriched, and low-sugar variants. The rising prevalence of lifestyle diseases such as diabetes and obesity has led to increased demand for diabetic-friendly and low-glycemic biscuits, particularly in regions like Asia-Pacific,

where over 140 million people have diabetes. Additionally, manufacturers are responding by introducing organic, fortified, and sugar-free options to cater to this evolving consumer preference. Moreover, the trend toward clean-label ingredients and nutrient-dense formulations continues to propel market growth across all demographics.

Restraint:

Intense competition from alternative snacks

Traditional biscuit manufacturers must contend with the growing popularity of protein bars, nuts, dried fruits, and other healthy snack alternatives that appeal to health-conscious consumers. The emergence of innovative snack formats and artisanal products creates additional competitive pressure on established biscuit brands. Additionally, changing consumer preferences toward fresh, minimally processed foods pose ongoing challenges to packaged biscuit sales. Moreover, the increasing availability of premium and specialty snacks through various retail channels intensifies the competitive landscape.

Opportunity:

Development of gluten-free and clean label products

The expanding market for gluten-free and clean-label biscuits presents substantial growth opportunities for manufacturers seeking to capture health-conscious consumer segments. Rising awareness of gluten sensitivity and celiac disease has created a dedicated consumer base seeking gluten-free alternatives without compromising taste or texture. Furthermore, the clean-label trend, emphasizing natural ingredients and minimal processing, aligns with consumer demands for transparency and healthier options. Additionally, manufacturers can leverage this opportunity by developing innovative formulations using alternative flours, natural sweeteners, and organic ingredients, addressing the growing consumer preference for products with clear, recognizable ingredient lists.

Threat:

Supply chain disruptions

Global events, including pandemics, geopolitical tensions, and climate-related disruptions, can severely impact the supply of key ingredients such as wheat, sugar,

and packaging materials. Transportation bottlenecks and logistics challenges can delay product delivery and increase operational costs for manufacturers. Additionally, fluctuating commodity prices due to supply chain instabilities can pressure profit margins and force manufacturers to adjust pricing strategies.

Covid-19 Impact:

The COVID-19 pandemic significantly boosted the biscuits market as consumers shifted toward convenience foods with longer shelf lives during lockdowns and work-from-home arrangements. Furthermore, the outbreak accelerated health and wellness trends, leading to increased adoption of conscious eating habits among consumers. Additionally, biscuit manufacturers experienced higher sales than pre-pandemic levels due to increased home consumption and stockpiling behaviors. Moreover, the pandemic catalyzed the growth of e-commerce channels, enabling direct-to-consumer sales and expanding market reach for biscuit brands.

The sweet biscuits segment is expected to be the largest during the forecast period

The sweet biscuits segment is expected to account for the largest market share during the forecast period, driven by their diverse product portfolio, including plain biscuits, cookies, sandwich biscuits, and chocolate varieties. Furthermore, the segment's dominance is strengthened by increasing consumer preference for indulgent snacking options and continuous innovation in flavors and formats by major manufacturers. Additionally, companies are actively expanding their sweet biscuit portfolios with premium offerings, health-conscious variants, and unique flavor combinations to cater to evolving consumer preferences.

The multi-grain segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the multi-grain segment is predicted to witness the highest growth rate due to increasing consumer awareness about the health benefits of whole grains and fiber-rich ingredients in daily nutrition. Health-conscious consumers are actively seeking products that combine taste with nutritional value, driving demand for multi-grain formulations that offer superior fiber content and essential nutrients. Additionally, manufacturers are capitalizing on this trend by developing innovative multi-grain variants that incorporate seeds, nuts, and ancient grains to enhance nutritional profiles, particularly appealing to consumers managing diabetes and digestive health concerns.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, driven by strong snacking culture, diverse flavor preferences, and expanding retail networks across the region. The region's dominance is supported by rising disposable incomes, rapid urbanization, and the growing middle-class population in countries like China and India. Additionally, local brands and frequent product innovations contribute significantly to market growth, with manufacturers introducing region-specific flavors and traditional ingredients to cater to local tastes where convenience and accessibility drive purchasing decisions.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR through rapid urbanization and rising middle-class populations. Major corporations have numerous opportunities to expand in the region due to increasing consumer awareness of proper nutrition and emphasis on balanced diets. Additionally, businesses are increasingly offering digestible crackers and innovative sugar-free biscuits enhanced with cereals to meet evolving health preferences. Moreover, the growth of retail stores and e-commerce platforms in the region provides new distribution channels for biscuit producers, while the integration of Western eating habits into daily diets continues to drive demand for various biscuit types.

Key players in the market

Some of the key players in Biscuits Market include Mondelez International, Inc., Nestle S.A., Kellogg Company, PepsiCo, Inc., Britannia Industries Limited, Grupo Bimbo, S.A.B. de C.V., ITC Limited, General Mills, Inc., Parle Products Pvt. Ltd., Campbell Soup Company, Associated British Foods plc, Utz Brands, Inc., Intersnack Group GmbH & Co. KG, Lactalis Group, Y?ld?z Holding, Bisk Farm Corporation, and J.M. Smucker Company.

Key Developments:

In March 2025, A significant regional venture for Nestle is being launched with the development of its Chocobakery treats being extended for release in Mexico, which remains the company's fourth largest global market, writes Neill Barston. According to the company, it has particularly prided itself in serving the region for around 95 years,

with its latest series has already been well received in Brazil and other territories in Latin America, including its Choco Trio, a chocolate bar combining milk chocolate with crunchy biscuit pieces.

In June 2024, Mondelez International (Nasdaq: MDLZ) and Lotus Bakeries announced a strategic partnership to expand and grow the Lotus Biscoff® cookie brand in India, and to develop exciting new chocolate products combining the unique, caramelized, crunchy Biscoff® taste and texture with Mondelez's iconic Cadbury, Milka and other key chocolate brands in Europe, with the option to expand globally. This partnership provides new opportunities for both companies to accelerate their growth ambitions in the attractive cookie and chocolate categories, with potential options to expand into additional markets and/or adjacent segments.

In January 2024, ITC Sunfeast Farmlite, a range of wholesome biscuits from ITC Foods, has launched its new offering Sunfeast Farmlite Digestive Biscuit Family pack in 100% outer paper bag packaging. An industry first innovation in packaging, this move establishes the brand as a trendsetter in the biscuit category.

Product Types Covered:

Sweet Biscuits

Crackers and Savory Biscuits

Sources Covered:

Wheat

Oats

Millet

Multi-grain

Other Sources

Packaging Types Covered:

Pouches/Packets

Boxes

Cans/Jars

Other Packaging Types

Distribution Channels Covered:

Supermarkets/Hypermarkets

Convenience Stores

Specialist Retailers

Online Retail Stores

Independent Bakeries

Other Distribution Channels

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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