Biscuits and Cookies Market Forecasts to 2034 – Global Analysis By Product Type (Sweet Biscuits, Cookies, Crackers, Sandwich Biscuits, Digestive Biscuits, Wafer Biscuits, and Functional & Fortified Biscuits), Ingredient Type, Packaging Type, End Consumer, Distribution Channel, and By Geography

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Abstracts

According to Stratistics MRC, the Global Biscuits and Cookies Market is accounted for $119.5 billion in 2026 and is expected to reach $179.3 billion by 2034 growing at a CAGR of 5.2% during the forecast period. Biscuits and cookies are baked snack products made primarily from flour, sugar, fats, and leavening agents, available in sweet and savory varieties across multiple price points. This market includes conventional, organic, gluten-free, sugar-free, and high-fiber products catering to diverse consumer preferences. Increasing demand for convenient, portable snack options, rising disposable incomes in emerging economies, and continuous product innovation drive market expansion. The industry serves retail, food service, and institutional channels with flexible, rigid, and bulk packaging solutions designed to maintain product freshness and crunchiness throughout shelf life.

Market Dynamics:

Driver:

Rising demand for convenient and portable snack options

This factor is significantly driving biscuits and cookies market growth as busy urban lifestyles increase consumption of ready-to-eat, shelf-stable snacks. Biscuits require no

preparation, refrigeration, or utensils, making them ideal for on-the-go consumption during commutes, work breaks, and travel. Single-serve packaging formats cater to portion-controlled snacking preferences. Unlike fresh bakery products with short shelf lives, biscuits and cookies maintain quality for extended periods, reducing inventory management challenges for retailers and consumers. As urbanization accelerates globally and work schedules become more demanding, the convenience advantage of biscuits and cookies over other snack categories strengthens, ensuring consistent demand across all demographic segments and sustaining market expansion throughout the forecast period.

Restraint:

Growing health consciousness and clean-label preferences

This factor significantly restrains conventional biscuits and cookies market growth as consumers increasingly scrutinize ingredient lists and nutritional profiles. Traditional biscuits contain refined flour, added sugars, saturated fats, and artificial preservatives that health-conscious consumers avoid. Private label and branded products face pressure to reduce sugar, eliminate artificial ingredients, and add functional benefits. However, reformulation often compromises taste, texture, or shelf life, creating product development challenges. The rise of alternative snacks including protein bars, fruit-based snacks, and nuts diverts consumption away from traditional biscuits. As health trends intensify globally, conventional products lose share to better-for-you alternatives, forcing manufacturers to diversify portfolios while protecting core brand equity.

Opportunity:

Expansion of organic and functional ingredient product lines

This factor presents substantial opportunities for biscuits and cookies market growth as premium-priced, health-positioned products attract discerning consumers. Organic biscuits appeal to shoppers avoiding synthetic pesticides and genetically modified ingredients, commanding premium margins. Gluten-free products address celiac and gluten-sensitive populations while attracting consumers perceiving gluten avoidance as healthful. High-fiber biscuits with added prebiotics or whole grains support digestive health positioning. Sugar-free products using natural alternatives including stevia and monk fruit appeal to diabetic consumers and sugar-reducing dieters. As consumer willingness to pay for health attributes increases and ingredient technologies improve taste profiles, organic and functional biscuit segments grow faster than conventional categories, creating profitable niches for innovative manufacturers.

Threat:

Intense competition from private label and local brands

This factor poses a significant threat to branded biscuit manufacturers as retailer private labels and regional producers capture market share through aggressive pricing. Large supermarket chains develop premium private label biscuits matching branded quality at 20-30% lower prices, appealing to budget-conscious consumers. Local bakeries and regional brands offer fresh, artisanal products with perceived quality advantages and lower distribution costs. E-commerce platforms enable direct-to-consumer sales by small producers, bypassing traditional retail distribution barriers. In emerging markets, hundreds of small competitors fragment market share across price points. Branded manufacturers face margin pressure from both discount alternatives and premium artisanal challengers, requiring continuous innovation and marketing investment to maintain market position while protecting profitability.

Covid-19 Impact:

The COVID-19 pandemic created strong demand growth for packaged biscuits and cookies as consumers stocked pantries with shelf-stable comfort foods. Lockdowns increased at-home snacking occasions, with biscuits serving as affordable treats during economic uncertainty. Retail sales surged while food service channels serving coffee shops and hotels collapsed. Supply chains adapted quickly as biscuits rely on stable dry ingredients. Post-pandemic, elevated snacking levels have partially sustained, though food service recovery is complete. The crisis accelerated e-commerce adoption for grocery, benefiting brands with strong online presence. Overall, biscuits proved resilient as affordable, non-perishable staples, with the market experiencing net positive growth despite channel disruptions.

The Conventional segment is expected to be the largest during the forecast period

The Conventional segment is expected to account for the largest market share during the forecast period, driven by established consumer preferences, lower price points, and widespread distribution across all retail channels. Conventional biscuits and cookies use standard ingredients including refined wheat flour, sugar, palm oil, and artificial flavors at production costs significantly below specialty alternatives. Mass-market consumers in developing countries prioritize affordability over organic or gluten-free attributes, with conventional products representing over 75% of volume sales globally. Extensive supply chains for commodity ingredients ensure reliable production at scale. Major global brands including Oreo, Parle, and McVitie's derive most revenue from conventional products. As population and income growth in emerging markets drive first-time biscuit consumption, conventional products remain accessible entry points, securing dominant market position throughout the forecast period.

The Flexible Packaging segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Flexible Packaging segment is predicted to witness the highest growth rate, fueled by advantages in material efficiency, shelf space optimization, and reclosability features. Flexible packaging using laminated films or foils weighs significantly less than rigid containers, reducing transportation costs and carbon footprints. Stand-up pouches with resealable zippers maintain product freshness after opening, addressing consumer complaints about stale biscuits in rigid packaging. Transparent windows showcase product appearance while printed films deliver brand messaging. Flexible packs conform to retail shelf configurations, maximizing facing density. Lower material usage reduces packaging waste, appealing to environmentally conscious consumers and retailers. As packaging technology improves seal integrity and crush resistance, flexible packaging adoption accelerates across all biscuit price points, delivering superior growth compared to rigid and bulk alternatives.

Region with largest share:

During the forecast period, the Asia-Pacific region is expected to hold the largest market share, supported by massive population, growing middle class, and established biscuit consumption culture. India, China, and Indonesia represent the world's largest biscuit markets by volume, with daily consumption integrated into tea and coffee break rituals. Parle, Britannia, and other regional giants maintain extensive distribution networks reaching rural villages. Low per-capita consumption relative to Western markets indicates continued growth runway. Rising disposable incomes enable premium product trial within conventional and better-for-you categories. Modern retail expansion increases biscuit availability across previously underserved areas. With hundreds of millions of new consumers entering the biscuit-buying population annually, Asia-Pacific maintains leadership throughout the forecast period.

Region with highest CAGR:

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Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by continued urbanization, rising snack consumption among younger demographics, and increasing Western-style eating habits. Vietnam, Philippines, and Thailand are experiencing rapid biscuit market expansion as modern retail proliferates and international brands invest in local production. E-commerce platforms enable biscuit brands to reach consumers in smaller cities without physical store presence. Product innovation addressing local taste preferences, such as savory biscuits and regional spice profiles, expands category appeal. Health-conscious variants including digestive biscuits and high-fiber products gain traction among urban professionals. With accelerating economic development across Southeast Asia and South Asia, Asia-Pacific delivers the fastest biscuits and cookies market growth globally.

Key players in the market

Some of the key players in Biscuits and Cookies Market include Mondelez International, Inc., Nestle S.A., Britannia Industries Limited, Parle Products Private Limited, ITC Limited, Campbell Soup Company, PepsiCo, Inc., Lotus Bakeries NV, Grupo Bimbo, S.A.B. de C.V., pladis Foods Limited, Kellogg Company, Bahlsen GmbH & Co. KG, Yildiz Holding A.S., Walkers Shortbread Ltd., Burton's Biscuit Company, Arnott's Group, United Biscuits Holdings Limited, and Mayora Indah Tbk.

Key Developments:

In June 2026, Mondelez officially launched the Oreo Gluten-Free Original cookie in the Australian market. The expansion targets the nearly 37% of Australian shoppers who purchase gluten-free products, featuring a 95g pack size available across major retailers like Woolworths and Coles.

In May 2026, pladis announced a high-profile 'brand mashup' by launching a limited-edition collaboration between its iconic McVitie’s Digestives and Jaffa Cakes, blending the texture of a digestive biscuit with the orange and chocolate profile of Jaffa Cakes.

In May 2026, Britannia launched the #EatHappens campaign for its revamped Good Day Chunkies range. The campaign features animated cookies as 'quirky characters' to emphasize the irresistible nature of the Divine Chocochip and Tropical Coconut variants.

In January 2026, Pepperidge Farm launched four new cookie products in the U.S. Three additions were made to the Chessmen buttery cookie line: Salted Caramel,

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Cinnamon Sugar, and an exclusive Walmart-only Brown Butter Pecan.

Product Types Covered:

- Sweet Biscuits
- Cookies
- Crackers
- Sandwich Biscuits
- Digestive Biscuits
- Wafer Biscuits
- Functional & Fortified Biscuits

Ingredient Types Covered:

- Conventional
- Organic
- Gluten-Free
- Sugar-Free
- High-Fiber

Packaging Types Covered:

- Flexible Packaging
- Rigid Packaging
- Bulk Packaging

End Consumers Covered:

- Household Consumers
- Institutional Consumers
- Foodservice Providers

Regions Covered:

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - United Kingdom
  - Germany
  - France
  - Italy
  - Spain
  - Netherlands
  - Belgium
  - Sweden

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- Switzerland
- Poland
- Rest of Europe

Asia Pacific

- China
- Japan
- India
- South Korea
- Australia
- Indonesia
- Thailand
- Malaysia
- Singapore
- Vietnam
- Rest of Asia Pacific

South America

- Brazil
- Argentina
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- Chile

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Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

- 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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