

Fortified Biscuit Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Ingredient Type (Wheat, Oats, Millets, Corn, Mixed Grain & Others), By Type (Plain Biscuits, Cookies, Sandwich Biscuits, Crackers & Others) By Distribution Channel (Supermarket/Hypermarket, Departmental/Retail Stores, Internet/Online and Others), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/FC1AABA13C07EN.html>

Date: January 2026

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: FC1AABA13C07EN

Abstracts

The Global Fortified Biscuit Market is projected to experience robust growth, increasing from USD 3.93 Billion in 2025 to USD 5.95 Billion by 2031, achieving a CAGR of 7.16%. These products consist of baked snacks enriched with essential micronutrients like vitamins and minerals, or macronutrients such as protein and fiber, tailored to meet specific dietary requirements beyond simple energy provision. The primary factors driving this expansion include a global urgency to address malnutrition, rising consumer demand for convenient wellness-oriented nutrition, and government-led food mandates. Data from the Global Alliance for Improved Nutrition in 2024 emphasized the critical need for such interventions, revealing that one in two children and two in three women suffer from at least one micronutrient deficiency, highlighting the importance of biscuits as accessible vehicles for bridging dietary gaps.

However, the market faces significant hurdles regarding the technical complexity of maintaining sensory appeal while incorporating high levels of active ingredients. Manufacturers often struggle to mask the metallic or bitter aftertaste associated with certain fortifications without driving up production costs. These increased expenses subsequently lead to higher retail prices, which limits product accessibility in price-

sensitive developing regions where the nutritional need is often most severe.

Market Driver

The surge in health-conscious consumer behavior and preventive healthcare trends is reshaping the global fortified biscuit market, as individuals increasingly prioritize functional benefits over mere caloric intake. This shift is compelling manufacturers to reformulate recipes with high-value ingredients like protein, fiber, and vitamins to satisfy demographics seeking wellness through convenience, particularly via "better-for-you" snacks that support active lifestyles. According to Mondelez International's "State of Snacking" report in March 2024, 70% of global consumers snack specifically to align with their fitness goals, validating the strategic pivot toward nutrient-dense product lines. To capitalize on this demand, major players are utilizing strong financial performance to fund innovation; for instance, The Economic Times reported in December 2024 that Parle Biscuits saw a twofold jump in net profit to ₹1,607 crore for the fiscal year 2024, demonstrating the sector's economic viability amidst evolving preferences.

Furthermore, the implementation of government-led food fortification mandates serves as a critical supply-side driver, institutionalizing the market by requiring the addition of essential micronutrients to wheat flour, a key ingredient in biscuit manufacturing. These regulatory frameworks aim to combat widespread malnutrition, particularly in developing regions where biscuits are an affordable staple carrier for iron and folic acid. By enforcing compliance at the milling stage or directly on finished goods, governments ensure a consistent baseline of fortified products, expanding market size independent of discretionary consumer choice. As noted by the Global Alliance for Improved Nutrition in October 2024, over 143 countries have mandated the fortification of at least one staple food, creating a standardized regulatory environment that supports steady global production volumes.

Market Challenge

The technical complexity involved in neutralizing the adverse sensory attributes of added micronutrients presents a formidable obstacle to the growth of the Global Fortified Biscuit Market. Fortification often introduces metallic or bitter aftertastes that require advanced processing techniques or costly masking agents to conceal. Implementing these measures inevitably inflates production expenses, compelling manufacturers to raise retail prices to maintain financial viability. Consequently, the final product becomes less attainable for the demographic segments that require it most, specifically in low-income regions where affordability is the primary purchasing

determinant.

This direct correlation between formulation costs and shelf prices severely limits market penetration in developing economies. When fortified options are priced at a premium over standard biscuits, price-sensitive consumers frequently opt for the cheaper, non-fortified alternatives, thereby reducing overall sales volume for the category. According to FMI ? The Food Industry Association, in 2024, nearly 70% of consumers were "very or extremely concerned" with retail food inflation, highlighting how sustained price sensitivity hampers the mass adoption of value-added products like fortified biscuits.

Market Trends

Brands are increasingly moving beyond wheat flour by formulating biscuits with nutrient-dense ancient grains like millet, quinoa, amaranth, and sorghum, which naturally enhance the fiber and micronutrient profile of the product. This shift is driven by the dual consumer demand for novelty and superior nutritional value, prompting manufacturers to re-engineer core product lines with indigenous grains that offer lower glycemic indices and higher satiety. Major regional players are successfully leveraging this reformulation strategy to premiumize their health-focused portfolios and sustain financial momentum despite inflationary pressures on traditional raw materials. For example, Britannia Industries reported a revenue of ?17,295.92 Crores in its "Annual Report 2024-25" released in March 2025, attributing its resilient performance to disruptive innovations in health-oriented categories that cater to evolving regional taste preferences and wellness needs.

Innovation is also shifting towards savory fortified biscuits that incorporate freeze-dried vegetables and herbs, offering a low-sugar alternative to traditional sweet cookies. This expansion allows brands to capture the growing "snackification" of meals, where consumers seek convenient, nutrient-fortified options that deliver savory satisfaction without the metabolic drawbacks of high sugar content. By integrating ingredients such as spinach, beetroot, and savory herbs, manufacturers are creating a new consumption occasion that bridges the gap between conventional biscuits and functional meal replacements. This trend was underscored by Pladis Global in October 2025, when the company reported a record annual revenue of ?3.23 billion, a growth driven significantly by its agility in launching on-trend innovations like the savory "Jacob's Bites" range.

Key Market Players

Britannia Industries Ltd.

ITC Limited

Mondelez International, Inc.

Parle Products Pvt. Ltd.

Kellogg Company

Nestle S.A.

Mars, Incorporated

The Campbell Soup Company

United Biscuits (UK) Limited

Lotus Bakeries NV

Report Scope

In this report, the Global Fortified Biscuit Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Fortified Biscuit Market, By Ingredient Type

Wheat

Oats

Millet

Corn

Mixed Grain & Others

Fortified Biscuit Market, By Type

Plain Biscuits

Cookies

Sandwich Biscuits

Crackers & Others

Fortified Biscuit Market, By Distribution Channel

Supermarket/Hypermarket

Departmental/Retail Stores

Internet/Online and Others

Fortified Biscuit Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Fortified Biscuit Market.

Available Customizations:

Global Fortified Biscuit Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL FORTIFIED BISCUIT MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Ingredient Type (Wheat, Oats, Millets, Corn, Mixed Grain & Others)
 - 5.2.2. By Type (Plain Biscuits, Cookies, Sandwich Biscuits, Crackers & Others)
 - 5.2.3. By Distribution Channel (Supermarket/Hypermarket, Departmental/Retail Stores, Internet/Online and Others)

- 5.2.4. By Region
- 5.2.5. By Company (2025)
- 5.3. Market Map

6. NORTH AMERICA FORTIFIED BISCUIT MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Ingredient Type
 - 6.2.2. By Type
 - 6.2.3. By Distribution Channel
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Fortified Biscuit Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Ingredient Type
 - 6.3.1.2.2. By Type
 - 6.3.1.2.3. By Distribution Channel
 - 6.3.2. Canada Fortified Biscuit Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Ingredient Type
 - 6.3.2.2.2. By Type
 - 6.3.2.2.3. By Distribution Channel
 - 6.3.3. Mexico Fortified Biscuit Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Ingredient Type
 - 6.3.3.2.2. By Type
 - 6.3.3.2.3. By Distribution Channel

7. EUROPE FORTIFIED BISCUIT MARKET OUTLOOK

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Ingredient Type
 - 7.2.2. By Type
 - 7.2.3. By Distribution Channel
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Fortified Biscuit Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Ingredient Type
 - 7.3.1.2.2. By Type
 - 7.3.1.2.3. By Distribution Channel
 - 7.3.2. France Fortified Biscuit Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Ingredient Type
 - 7.3.2.2.2. By Type
 - 7.3.2.2.3. By Distribution Channel
 - 7.3.3. United Kingdom Fortified Biscuit Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Ingredient Type
 - 7.3.3.2.2. By Type
 - 7.3.3.2.3. By Distribution Channel
 - 7.3.4. Italy Fortified Biscuit Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Ingredient Type
 - 7.3.4.2.2. By Type
 - 7.3.4.2.3. By Distribution Channel
 - 7.3.5. Spain Fortified Biscuit Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast

- 7.3.5.2.1. By Ingredient Type
- 7.3.5.2.2. By Type
- 7.3.5.2.3. By Distribution Channel

8. ASIA PACIFIC FORTIFIED BISCUIT MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Ingredient Type
 - 8.2.2. By Type
 - 8.2.3. By Distribution Channel
 - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Fortified Biscuit Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Ingredient Type
 - 8.3.1.2.2. By Type
 - 8.3.1.2.3. By Distribution Channel
 - 8.3.2. India Fortified Biscuit Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Ingredient Type
 - 8.3.2.2.2. By Type
 - 8.3.2.2.3. By Distribution Channel
 - 8.3.3. Japan Fortified Biscuit Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Ingredient Type
 - 8.3.3.2.2. By Type
 - 8.3.3.2.3. By Distribution Channel
 - 8.3.4. South Korea Fortified Biscuit Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Ingredient Type
- 8.3.4.2.2. By Type
- 8.3.4.2.3. By Distribution Channel
- 8.3.5. Australia Fortified Biscuit Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Ingredient Type
 - 8.3.5.2.2. By Type
 - 8.3.5.2.3. By Distribution Channel

9. MIDDLE EAST & AFRICA FORTIFIED BISCUIT MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Ingredient Type
 - 9.2.2. By Type
 - 9.2.3. By Distribution Channel
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Fortified Biscuit Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Ingredient Type
 - 9.3.1.2.2. By Type
 - 9.3.1.2.3. By Distribution Channel
 - 9.3.2. UAE Fortified Biscuit Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Ingredient Type
 - 9.3.2.2.2. By Type
 - 9.3.2.2.3. By Distribution Channel
 - 9.3.3. South Africa Fortified Biscuit Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast

- 9.3.3.2.1. By Ingredient Type
- 9.3.3.2.2. By Type
- 9.3.3.2.3. By Distribution Channel

10. SOUTH AMERICA FORTIFIED BISCUIT MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Ingredient Type
 - 10.2.2. By Type
 - 10.2.3. By Distribution Channel
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Fortified Biscuit Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Ingredient Type
 - 10.3.1.2.2. By Type
 - 10.3.1.2.3. By Distribution Channel
 - 10.3.2. Colombia Fortified Biscuit Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Ingredient Type
 - 10.3.2.2.2. By Type
 - 10.3.2.2.3. By Distribution Channel
 - 10.3.3. Argentina Fortified Biscuit Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Ingredient Type
 - 10.3.3.2.2. By Type
 - 10.3.3.2.3. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. GLOBAL FORTIFIED BISCUIT MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

14.1. Competition in the Industry

14.2. Potential of New Entrants

14.3. Power of Suppliers

14.4. Power of Customers

14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. Britannia Industries Ltd.

15.1.1. Business Overview

15.1.2. Products & Services

15.1.3. Recent Developments

15.1.4. Key Personnel

15.1.5. SWOT Analysis

15.2. ITC Limited

15.3. Mondelez International, Inc.

15.4. Parle Products Pvt. Ltd.

15.5. Kellogg Company

15.6. Nestle S.A.

15.7. Mars, Incorporated

15.8. The Campbell Soup Company

15.9. United Biscuits (UK) Limited

15.10. Lotus Bakeries NV

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: Fortified Biscuit Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Ingredient Type (Wheat, Oats, Millets, Corn, Mixed Grain & Others), By Type (Plain Biscuits, Cookies, Sandwich Biscuits, Crackers & Others) By Distribution Channel (Supermarket/Hypermarket, Departmental/Retail Stores, Internet/Online and Others), By Region & Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/FC1AABA13C07EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FC1AABA13C07EN.html>