

Australia Biscuit Market By Type (Crackers & Savory Biscuits, Sweet Biscuits, Wafers, Functional/Energetic Biscuits, Others), By Packaging (Pouches/Packets, Boxes, Cans/Jars, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialist Retailers, Online, Others), By Region, Competition Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/AD6874798A5EEN.html>

Date: March 2025

Pages: 88

Price: US\$ 3,500.00 (Single User License)

ID: AD6874798A5EEN

Abstracts

The Australia Biscuit Market was valued at USD 2.43 Billion in 2024 and is expected to reach USD 3.17 Billion by 2030 with a CAGR of 4.59% during the forecast period. The Australian biscuit market is expected to see continued innovation, with opportunities for both large and small companies to thrive by responding to changing consumer preferences. By focusing on health, quality, convenience, and sustainability, manufacturers can cater to evolving consumer demands and position themselves for long-term success in this dynamic and competitive market.

Key Market Drivers

Growing Demand for Convenient Snacks

Convenience is a central driver of the Australia Biscuit Market's growth. As busy lifestyles become the norm, Australians are increasingly seeking snacks that are quick, easy to consume, and portable. Biscuits are a perfect match for this need because they are ready-to-eat, require no preparation, and can be consumed on the go, whether during a busy workday, while commuting, or as a quick snack for children after school. In particular, the rise of single-serve packaging options has further driven biscuit consumption. These convenient pack sizes make biscuits an ideal snack to carry in a

bag or lunchbox, catering to the needs of people with fast-paced lifestyles. Additionally, the growing popularity of e-commerce platforms has made biscuits even more accessible, allowing consumers to easily purchase their preferred brands online and have them delivered to their doorsteps, enhancing convenience. The preference for on-the-go snacks has extended beyond traditional biscuits, as consumers are increasingly demanding functional and healthier biscuit options that still meet their need for convenience. As a result, biscuit companies are innovating to create products that cater to various consumer preferences, including low-sugar, gluten-free, and protein-enriched biscuits. This trend highlights how convenience, paired with health-conscious demands, is shaping the Australia Biscuit Market.

Key Market Challenges

Rising Health Consciousness and Dietary Preferences

One of the major challenges faced by the Australia Biscuit Market is the increasing health consciousness among consumers. As Australians become more aware of the nutritional impact of their food choices, many are opting for healthier snack alternatives, which directly affects the demand for traditional biscuits that are often high in sugar, fat, and refined carbohydrates. Consumers are increasingly prioritizing products that align with specific dietary needs, such as low-sugar, low-fat, gluten-free, and high-protein options. The growing trend towards healthy eating has prompted many consumers to move away from traditional indulgent snacks, which could reduce the market for regular biscuits. As a result, biscuit manufacturers face pressure to reformulate their products to meet these new demands. Reformulating products to reduce sugar, fat, or gluten while still maintaining taste and texture presents a significant challenge. Moreover, creating healthier alternatives can be costly, as it often requires the use of specialized ingredients and innovation in product development. Furthermore, the rise of niche dietary trends, such as keto, paleo, veganism, and plant-based diets, has forced biscuit companies to adapt quickly. These specific diets require highly specialized products, and meeting the needs of each dietary group while ensuring product quality and taste can be a daunting task. Failure to adapt to these trends may result in losing market share to more innovative competitors offering healthier, diet-friendly biscuits.

Key Market Trends

Health-Conscious and Functional Biscuits

A significant trend in the Australia Biscuit Market is the growing demand for healthier,

functional biscuits. With more Australians becoming aware of the health impacts of their food choices, there is a marked shift toward biscuits made with nutritious ingredients. Health-conscious consumers are increasingly seeking biscuits that offer more than just taste; they want snacks that align with their wellness goals. This trend is driven by a variety of factors, including rising concerns about obesity, diabetes, and other lifestyle-related health issues. In response, many biscuit manufacturers are reformulating their products to offer healthier options, such as biscuits that are lower in sugar, contain whole grains, or are made from plant-based ingredients. Gluten-free and dairy-free biscuits are becoming more popular as consumers with specific dietary restrictions seek alternatives that align with their needs. Additionally, there is a growing interest in functional biscuits enriched with ingredients like protein, fiber, vitamins, or antioxidants, which provide extra health benefits beyond basic nutrition. The popularity of alternative diets like keto, paleo, and veganism also plays into this trend, prompting manufacturers to introduce new biscuits that cater to these specific dietary needs. For example, biscuits made with almond flour for keto diets or vegan-friendly biscuits made without animal-based ingredients are gaining traction. The desire for clean-label products, where ingredients are simple, recognizable, and free from artificial additives, also contributes to the rising demand for healthier biscuits.

Key Market Players

Arnott's Biscuits Holdings Pty Limited

Green's Foods Holdings Pty Limited

Unibic Australia Pty Ltd

Waterwheel Premium Foods Pty Limited (Waterthins)

Byron Bay Cookie Company

Mondelez International

Ausbic Pty Ltd

Kez Kitchen

Kin rise Pty Ltd

Emmaline's Country Kitchen

Report Scope:

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

Australia Biscuit Market, By Type:

Crackers & Savory Biscuits

Sweet Biscuits

Wafers

Functional/Energetic Biscuits

Others

Australia Biscuit Market, By Packaging:

Pouches/Packets

Boxes

Cans/Jars

Others

Australia Biscuit Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Specialist Retailers

Online

Others

Australia Biscuit Market, By Region:

New South Wales

Victoria

Queensland

South Australia

Western Australia

Tasmania

Northern Territory

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Australia Biscuit Market.

Available Customizations:

Australia 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. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Approach for the Market Study
- 2.7. Assumptions and Limitations
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER

- 4.1. Factors Influencing Availing Decision
- 4.2. Challenged Faced
- 4.3. Brand Awareness

5. AUSTRALIA BISCUIT MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Size & Forecast

5.2.1. By Type Market Share Analysis (Crackers & Savory Biscuits, Sweet Biscuits, Wafers, Functional/Energetic Biscuits, Others)

5.2.2. By Packaging Market Share Analysis (Pouches/Packets, Boxes, Cans/Jars, Others)

5.2.3. By Sales Channel Market Share Analysis (Supermarkets/Hypermarkets, Convenience Stores, Specialist Retailers, Online, Others)

5.2.4. By Region Market Share Analysis

5.2.4.1. New South Wales Market Share Analysis

5.2.4.2. Victoria Market Share Analysis

5.2.4.3. Queensland Market Share Analysis

5.2.4.4. South Australia Market Share Analysis

5.2.4.5. Western Australia Market Share Analysis

5.2.4.6. Tasmania Market Share Analysis

5.2.4.7. Northern Territory Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2024)

5.3. Australia Biscuit Market Mapping & Opportunity Assessment

5.3.1. By Type Market Mapping & Opportunity Assessment

5.3.2. By Packaging Market Mapping & Opportunity Assessment

5.3.3. By Sales Channel Market Mapping & Opportunity Assessment

5.3.4. By Region Market Mapping & Opportunity Assessment

6. NEW SOUTH WALES BISCUIT MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Size & Forecast

6.2.1. By Type Market Share Analysis

6.2.2. By Packaging Market Share Analysis

6.2.3. By Sales Channel Market Share Analysis

7. VICTORIA BISCUIT MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Size & Forecast

7.2.1. By Type Market Share Analysis

7.2.2. By Packaging Market Share Analysis

7.2.3. By Sales Channel Market Share Analysis

8. QUEENSLAND BISCUIT MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Size & Forecast

8.2.1. By Type Market Share Analysis

8.2.2. By Packaging Market Share Analysis

8.2.3. By Sales Channel Market Share Analysis

9. SOUTH AUSTRALIA BISCUIT MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Size & Forecast

9.2.1. By Type Market Share Analysis

9.2.2. By Packaging Market Share Analysis

9.2.3. By Sales Channel Market Share Analysis

10. WESTERN AUSTRALIA BISCUIT MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Size & Forecast

10.2.1. By Type Market Share Analysis

10.2.2. By Packaging Market Share Analysis

10.2.3. By Sales Channel Market Share Analysis

11. TASMANIA BISCUIT MARKET OUTLOOK

11.1. Market Size & Forecast

11.1.1. By Value

11.2. Market Size & Forecast

11.2.1. By Type Market Share Analysis

11.2.2. By Packaging Market Share Analysis

11.2.3. By Sales Channel Market Share Analysis

12. NORTHERN TERRITORY BISCUIT MARKET OUTLOOK

12.1. Market Size & Forecast

12.1.1. By Value

12.2. Market Size & Forecast

12.2.1. By Type Market Share Analysis

12.2.2. By Packaging Market Share Analysis

12.2.3. By Sales Channel Market Share Analysis

13. MARKET DYNAMICS

13.1. Drivers

13.2. Challenges

14. MARKET TRENDS & DEVELOPMENTS

15. IMPACT OF COVID-19 ON AUSTRALIA BISCUIT MARKET

16. SWOT ANALYSIS

17. PORTER'S FIVE FORCES ANALYSIS

18. AUSTRALIA ECONOMIC PROFILE

19. POLICY AND REGULATORY LANDSCAPE

20. COMPETITIVE LANDSCAPE

20.1. Company Profiles

20.1.1. Arnott's Biscuits Holdings Pty Limited

20.1.1.1. Company Details

20.1.1.2. Products

20.1.1.3. Key Market Focus & Geographical Presence

20.1.1.4. Recent Developments

20.1.1.5. Key Management Personnel

20.1.2. Green's Foods Holdings Pty Limited

20.1.2.1. Company Details

20.1.2.2. Products

20.1.2.3. Key Market Focus & Geographical Presence

20.1.2.4. Recent Developments

20.1.2.5. Key Management Personnel

- 20.1.3. Unibic Australia Pty Ltd
 - 20.1.3.1. Company Details
 - 20.1.3.2. Products
 - 20.1.3.3. Key Market Focus & Geographical Presence
 - 20.1.3.4. Recent Developments
 - 20.1.3.5. Key Management Personnel
- 20.1.4. Waterwheel Premium Foods Pty Limited (Waterthins)
 - 20.1.4.1. Company Details
 - 20.1.4.2. Products
 - 20.1.4.3. Key Market Focus & Geographical Presence
 - 20.1.4.4. Recent Developments
 - 20.1.4.5. Key Management Personnel
- 20.1.5. Byron Bay Cookie Company
 - 20.1.5.1. Company Details
 - 20.1.5.2. Products
 - 20.1.5.3. Key Market Focus & Geographical Presence
 - 20.1.5.4. Recent Developments
 - 20.1.5.5. Key Management Personnel
- 20.1.6. Mondelez International
 - 20.1.6.1. Company Details
 - 20.1.6.2. Products
 - 20.1.6.3. Key Market Focus & Geographical Presence
 - 20.1.6.4. Recent Developments
 - 20.1.6.5. Key Management Personnel
- 20.1.7. Ausbic Pty Ltd
 - 20.1.7.1. Company Details
 - 20.1.7.2. Products
 - 20.1.7.3. Key Market Focus & Geographical Presence
 - 20.1.7.4. Recent Developments
 - 20.1.7.5. Key Management Personnel
- 20.1.8. Kez Kitchen
 - 20.1.8.1. Company Details
 - 20.1.8.2. Products
 - 20.1.8.3. Key Market Focus & Geographical Presence
 - 20.1.8.4. Recent Developments
 - 20.1.8.5. Key Management Personnel
- 20.1.9. Kin rise Pty Ltd
 - 20.1.9.1. Company Details
 - 20.1.9.2. Products

- 20.1.9.3. Key Market Focus & Geographical Presence
- 20.1.9.4. Recent Developments
- 20.1.9.5. Key Management Personnel
- 20.1.10. Emmaline's Country Kitchen
 - 20.1.10.1. Company Details
 - 20.1.10.2. Products
 - 20.1.10.3. Key Market Focus & Geographical Presence
 - 20.1.10.4. Recent Developments
 - 20.1.10.5. Key Management Personnel

21. STRATEGIC RECOMMENDATIONS

- 21.1. Key Focus Areas
- 21.2. Target Type
- 21.3. Target Sales Channel

22. ABOUT US & DISCLAIMER

I would like to order

Product name: Australia Biscuit Market By Type (Crackers & Savory Biscuits, Sweet Biscuits, Wafers, Functional/Energetic Biscuits, Others), By Packaging (Pouches/Packets, Boxes, Cans/Jars, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialist Retailers, Online, Others), By Region, Competition Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/AD6874798A5EEN.html>

Price: US\$ 3,500.00 (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/AD6874798A5EEN.html>