

Australia Biscuits Market, By Product Type (Plain Biscuit, Cookies, Sandwiched Biscuit, Crackers & Crispbreads, and Others), By Distribution Channel (Supermarkets/ Hypermarkets, Convenience Stores & Independent Small Grocers, Online, and Others), By Region, Competition, Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/A33790EAF794EN.html>

Date: October 2023

Pages: 76

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

ID: A33790EAF794EN

Abstracts

Australia Biscuits market is expected to witness high demand in the forecasted years due to an increasingly diverse range of biscuit product variations in the country and a growing preference for ready-to-eat food or take away snacks.

Australia Biscuits Market Scope

The Australia biscuit market refers to the Australian industry and marketplace that includes the manufacture, distribution, and consumption of different types of biscuits. Biscuits, often known as cookies, are baked snack foods consisting of flour, sugar, fat, and flavors. The biscuit market includes a wide range of biscuit types such as plain biscuits, savory biscuits, etc. The biscuits are popular for snacking and consumed by individuals of all age groups.

Additionally, biscuit producers and retailers play a significant role in the market, by constantly innovating to bring forward new flavors, textures, and packaging designs in order to attract customers and gain competitive advantages.

Australia Biscuits Market Overview

Some of the key factors driving the sales of the biscuits market in Australia are the increasing demand for convenient snacking option, also while traveling. Consumers favor biscuits because of their long lifespan, compact size, and adaptability for a variety of circumstances including picnics, lunchboxes, and tea-time snacking.

The biscuit market remained constant over the pandemic, as consumers have purchased long-life-span products, such as biscuits, which has resulted in increasing availability of biscuits among Australian households. Nonetheless, the rising demand for high fiber-rich and oat-based biscuits continues driven by consumers who preferred the convenience and healthy snack options. Thus, the market continues to expand due to the increasing popularity of biscuits among individual of all age group, as they enjoy biscuits in a wide range of flavors, shapes, and creams. To take advantage of the increasing consumer demand, well-known players in the biscuits market are focusing on introducing new products as well as expanding their product range.

Australia Biscuits Market Drivers

Increasing demand for convenience food and rising young population around the country is expected to drive the demand for Australia biscuits market. The market is also growing due to the growing awareness of ingredients and health benefits among factors such as carbohydrates, fats, and fibers which are essential to human health. The snack category of biscuits is growing day-by-day because of active life of consumers, women taking part in business life, less time for home cooking, and changing consumer preferences towards bakery products due to better taste and flavor.

The pandemic has changed the working culture in Australia, especially snacking habits of consumers. According to survey of over 500 people by Mondelez, Australia, it revealed that 13% of younger people prefer biscuits to other snack options. It also showed that different age groups have different preferences when it comes to snacks. The majority of the people surveyed were in the millennial or centennial age bracket. 53% of the people were buying snacks that made them think of good memories, and 72% wanted to stick with their favorite brand. The market has grown significantly as a result of the development of e-commerce platforms and online grocery shopping. Online shopping offers consumers the ease of quick access to a variety of biscuit products, price comparison, and review reading. This has increased market reach while also providing a platform for smaller and specialized biscuit brands with a chance to compete with established players.

Australia Biscuits Market Trends

In Australia, the market for biscuits has seen a growing trend of using premium biscuits as a gifting option for various occasions such as Christmas, Easter, Valentine's Day, or any family occasion, is expected to fuel the sales of high-quality biscuits market in the upcoming years. Australian brand like "Godiva" offers premium biscuits with different fillings such as dark chocolate, caramel, milk chocolate, and coffee. It's a diversified range of premium biscuits with unique packaging, which will further enhance the market growth over the forecast period.

However, increasing demand for premium biscuits will fuel the market growth. For instance, in 2021, Mondelez International company acquired Australian food company Gourmet Food Holdings Pty, which is specializing in the premium biscuits and cracker. With this acquisition, the company broadens their product portfolio in Australia.

Moreover, marketing activities and brand competition can influence consumers to purchase a particular biscuit product from a particular company. For instance, marketing messages can lead consumers to form a specific opinion of a product, which in turn, can influence an individual to purchase the product. For example, Arnott's unveiled a 'moments' ad campaign in May of 2023, for the neighborhood, with the message "For life's little moments, there is no replacement". All of these factors make up for an increase in market demand in anticipated periods. These elements can increase market demand in the forecasted years.

Australia Biscuits Market Challenges

The biscuits industry in Australia faces many challenges due to the increasing demand for healthy snack bars across the nation. At the same time, the demand for healthy snack food bars is on the rise. The need for better meal replacement options among modern consumers has held back market growth. Fruit snacks and other snacks such as yoghurt and cereal bars, among others, are considered to be significant options for snacking. Some customers fall for processed snacks such as dried and preserved processed fruit snacks. Fresh fruits and vegetables do not contain any processed additives or toxins that are found in packaged snacks. Therefore, consumers are changing their diet to include more fresh fruit and vegetables. Thus, all these factors can restrain the growth of the biscuits market in Australia.

However, there is a concern regarding the health implications of biscuits. It has been medically proven that excessive consumption of snacks such as biscuits can lead to diabetes and toothache. Furthermore, due to the presence of sugar in biscuits, they can

increase blood sugar levels, which is a major factor influencing biscuit consumption and impeding the growth of the market.

Market Opportunities

Gluten free biscuits are becoming increasingly popular due to the increasing demand for clean-label and gluten free processed food products like biscuits, cookies, crackers, etc. The prevalence of celiac disease is considered one of the primary reasons for it. According to Coeliac Australia, about 1 in 70 people has coeliac disease. Coeliac disease is a condition in which the small intestine gets damaged when consuming gluten. As a result, people tend to opt for gluten free products. Thus, manufacturers are also focusing on producing high fiber, high calorie, and gluten free products. For instance, in 2021, Australian company “Arnott’s Biscuits Limited” released a range of gluten free biscuits. The new range consists of a gluten free flour blend made from a variety of ingredients such as maize and tapioca and rice, as well as sorghum and soy. There are three different products available in the range, including Mint Slice (gluten free), Shortbread Cream (gluten free), and Teevee Snacks Original (gluten free). This factor opens new opportunities for manufacturers to bring gluten-free biscuits in the Australia market.

Market Segmentation

Australia Biscuits Market is segmented based on product type, distribution channel, region, and competition landscape. Based on product type, the market is fragmented into plain biscuits, cookies, sandwiched biscuits, crackers & crispbreads, and others. On the basis of distribution channel, the market is divided into supermarkets/ hypermarkets, convenience stores & independent small grocers, online, and others.

Company Profiles

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, Ferrero Australia Pty Ltd (Kinder), Mickies Bikkies Pty Ltd (Kez Kitchen), Kinrise Pty Ltd, Emmaline’s Country Kitchen, are some of the leading companies in the Australia Biscuits market.

Report Scope:

Australia Biscuits Market, By Product Type (Plain Biscuit, Cookies, Sandwiched Biscuit, Crackers & Crispbreads...

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

Australia Biscuits Market, By Product Type:

Plain Biscuit

Cookies

Sandwiched Biscuit

Crackers & Crispbreads

Others

Australia Biscuits Market, By Distribution Channel:

Supermarkets/ Hypermarkets

Convenience Stores & Independent Small Grocers

Online

Others

Australia Biscuits Market, By Region:

Western Australia

Northern Territory & Southern Australia

Queensland

Victoria & Tasmania

Australia Capital Territory & New South Wales

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Australia Biscuits market.

Available Customizations:

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. 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. Assumptions and Limitations

3. EXECUTIVE SUMMARY

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

4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Customer Satisfaction
- 4.4. Challenges Faced After Purchase

5. AUSTRALIA BISCUITS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
 - 5.1.2. By Volume
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type Market Share Analysis (Plain Biscuit, Cookies, Sandwiched

Biscuit, Crackers & Crispbreads and Others)

5.2.2. By Distribution Channel Market Share Analysis (Supermarkets/ Hypermarkets, Convenience Stores & Independent Small Grocers, Online, and Others)

5.2.3. By Region Market Share Analysis

5.2.4. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. Australia Biscuits Market Mapping & Opportunity Assessment

5.3.1. By Product Type Market Mapping & Opportunity Assessment

5.3.2. By Distribution Channel Market Mapping & Opportunity Assessment

5.3.3. By Region Market Mapping & Opportunity Assessment

6. AUSTRALIA PLAIN BISCUIT MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.1.2. By Volume

6.2. Market Share & Forecast

6.2.1. By Type Market Share Analysis (Glucose, Fiber, Sweet & Salted)

6.2.2. By Distribution Channel Market Share Analysis

7. AUSTRALIA COOKIES MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.1.2. By Volume

7.2. Market Share & Forecast

7.2.1. By Type Market Share Analysis (Butter, Choco-chips, Fruit & Nut, Oatmeal & Others)

7.2.2. By Distribution Channel Market Share Analysis

8. AUSTRALIA SANDWICHED BISCUIT MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.1.2. By Volume

8.2. Market Share & Forecast

8.2.1. By Type Market Share Analysis (Chocolate, Vanilla, Orange, Pineapple & Others)

8.2.2. By Distribution Channel Market Share Analysis

9. AUSTRALIA CRACKERS AND CRISPBREADS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.1.2. By Volume

9.2. Market Share & Forecast

9.2.1. By Type Market Share Analysis (Soda Crackers, Graham Crackers, Sprayed Snack Crackers & Others)

9.2.2. By Distribution Channel Market Share Analysis

10. MARKET DYNAMICS

10.1. Drivers

10.1.1. Increasing demand for convenience food

10.1.2. High demand among millennials

10.1.3. Changing buying preferences

10.2. Challenges

10.2.1. Availability of alternatives products

10.2.2. High competition

11. IMPACT OF COVID-19 ON AUSTRALIA BISCUITS MARKET

12. MARKET TRENDS & DEVELOPMENTS

12.1. Expanding range of flavors

12.2. Launch of new products by brands

12.3. Increasing awareness through social media

12.4. High demand for premium products

12.5. Growing preferences of online grocery shopping

13. PORTER'S FIVE FORCES MODEL

13.1. Competitive Rivalry

13.2. Bargaining Power of Buyers

13.3. Bargaining Power of Suppliers

13.4. Threat of New Entrants

13.5. Threat of Substitutes

14. SWOT ANALYSIS

- 14.1. Strengths
- 14.2. Weaknesses
- 14.3. Opportunities
- 14.4. Threats

15. POLICY & REGULATORY LANDSCAPE

16. AUSTRALIA ECONOMIC PROFILE

17. COMPETITIVE LANDSCAPE

17.1. Company Profiles

17.1.1. Arnott's Biscuits Holdings Pty Limited

- 17.1.1.1. Company Details
- 17.1.1.2. Product & Services
- 17.1.1.3. Financials (As Per Availability)
- 17.1.1.4. Key market Focus & Geographical Presence
- 17.1.1.5. Recent Developments

17.1.2. Green's Foods Holdings Pty Limited

- 17.1.2.1. Company Details
- 17.1.2.2. Product & Services
- 17.1.2.3. Financials (As Per Availability)
- 17.1.2.4. Key market Focus & Geographical Presence
- 17.1.2.5. Recent Developments

17.1.3. Unibic Australia Pty Ltd

- 17.1.3.1. Company Details
- 17.1.3.2. Product & Services
- 17.1.3.3. Financials (As Per Availability)
- 17.1.3.4. Key market Focus & Geographical Presence
- 17.1.3.5. Recent Developments

17.1.4. Waterwheel Premium Foods Pty Limited (Waterthins)

- 17.1.4.1. Company Details
- 17.1.4.2. Product & Services
- 17.1.4.3. Financials (As Per Availability)
- 17.1.4.4. Key market Focus & Geographical Presence

- 17.1.4.5. Recent Developments
- 17.1.5. Byron Bay Cookie Company
 - 17.1.5.1. Company Details
 - 17.1.5.2. Product & Services
 - 17.1.5.3. Financials (As Per Availability)
 - 17.1.5.4. Key market Focus & Geographical Presence
 - 17.1.5.5. Recent Developments
- 17.1.6. Mondelez International
 - 17.1.6.1. Company Details
 - 17.1.6.2. Product & Services
 - 17.1.6.3. Financials (As Per Availability)
 - 17.1.6.4. Key market Focus & Geographical Presence
 - 17.1.6.5. Recent Developments
- 17.1.7. Ferrero Australia Pty Ltd (Kinder)
 - 17.1.7.1. Company Details
 - 17.1.7.2. Product & Services
 - 17.1.7.3. Financials (As Per Availability)
 - 17.1.7.4. Key market Focus & Geographical Presence
 - 17.1.7.5. Recent Developments
- 17.1.8. Mickies Bikkies Pty Ltd (Kez Kitchen)
 - 17.1.8.1. Company Details
 - 17.1.8.2. Product & Services
 - 17.1.8.3. Financials (As Per Availability)
 - 17.1.8.4. Key market Focus & Geographical Presence
 - 17.1.8.5. Recent Developments
- 17.1.9. Kinrise Pty Ltd
 - 17.1.9.1. Company Details
 - 17.1.9.2. Product & Services
 - 17.1.9.3. Financials (As Per Availability)
 - 17.1.9.4. Key market Focus & Geographical Presence
 - 17.1.9.5. Recent Developments
- 17.1.10. Emmaline's Country Kitchen
 - 17.1.10.1. Company Details
 - 17.1.10.2. Product & Services
 - 17.1.10.3. Financials (As Per Availability)
 - 17.1.10.4. Key market Focus & Geographical Presence
 - 17.1.10.5. Recent Developments

18. STRATEGIC RECOMMENDATIONS/ACTION PLAN

18.1. Key Focus Areas

18.2. Target Regions

18.3. Target Product Type

19. ABOUT US & DISCLAIMER

I would like to order

Product name: Australia Biscuits Market, By Product Type (Plain Biscuit, Cookies, Sandwiched Biscuit, Crackers & Crispbreads, and Others), By Distribution Channel (Supermarkets/ Hypermarkets, Convenience Stores & Independent Small Grocers, Online, and Others), By Region, Competition, Forecast & Opportunities, 2018-2028F

Product link: <https://marketpublishers.com/r/A33790EAF794EN.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/A33790EAF794EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970