

# **Biscuits Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Plain Biscuit, Cookies, Sandwiched Biscuit, Crackers and Crispbreads, Others), By Sales Channel (Hypermarkets/Supermarkets, Convenience Stores, Grocery Stores, Online, Others), By Region & Competition, 2020-2030F**

<https://marketpublishers.com/r/BA7C90B85260EN.html>

Date: September 2025

Pages: 181

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

ID: BA7C90B85260EN

## **Abstracts**

### Market Overview

Global Biscuits Market was valued at USD 131.97 billion in 2024 and is expected to grow to USD 172.99 billion by 2030 with a CAGR of 4.66% during the forecast period. The global biscuits market is experiencing steady growth, fueled by changing consumer lifestyles, increasing demand for convenient and on-the-go snacking options, and continuous product innovation. Manufacturers are introducing healthier alternatives, including low-sugar, whole grain, and gluten-free varieties, to cater to health-conscious consumers. Flavored, filled, and premium biscuits are also gaining popularity, driven by evolving taste preferences and rising disposable incomes. Additionally, the expansion of e-commerce platforms and improved distribution channels has enhanced product accessibility across both urban and rural areas. Growing awareness about nutrition and increasing consumer preference for indulgent yet functional snacks are expected to sustain market momentum globally.

### Key Market Drivers

Rising Demand for Convenient and On-the-Go Snacking

One of the primary drivers of the global biscuits market is the increasing demand for convenient, ready-to-eat, and on-the-go food options. As consumers around the world continue to lead busy lifestyles due to work, education, and travel, the preference for quick and easily accessible snacks has grown substantially. Biscuits serve as a highly portable, shelf-stable, and low-mess food option, making them ideal for consumption anytime and anywhere. This convenience factor appeals to a broad demographic, including students, working professionals, and even travelers. Single-serve and resealable packaging formats have further increased their appeal by promoting portion control and hygiene. In 2024, a global consumer behavior survey found that more than 60% of snack consumers preferred products that are easy to consume on-the-go, highlighting a strong shift toward portable snacking habits.

Additionally, the expanding presence of biscuits in vending machines, office canteens, and convenience stores supports impulse buying, further boosting sales. As urbanization continues and consumer lifestyles grow more fast-paced, the need for such easy-to-consume snacks will continue to be a significant growth driver for the biscuit market.

## Key Market Challenges

### Intense Market Competition and Price Sensitivity

The biscuits market is highly competitive, characterized by the presence of numerous global giants, regional players, and private label brands. This intense competition puts significant pressure on pricing and margins. Large multinational corporations such as Mondelez, Nestlé, and Britannia dominate market share through brand loyalty and expansive distribution networks. However, local players often offer similar products at lower prices, making it difficult for premium or mid-tier brands to sustain consumer loyalty in price-sensitive markets. In developing countries, where affordability often outweighs brand preference, even minor price fluctuations can influence purchasing behavior. The rise of private labels in modern trade outlets further intensifies the pricing war, as retailers often promote in-house biscuit brands with aggressive discounts. To remain competitive, companies are forced to invest heavily in marketing, promotional campaigns, product innovation, and supply chain efficiencies, often eroding profitability. The challenge is to differentiate offerings in an overcrowded market without resorting to price cuts that compromise quality or brand value.

## Key Market Trends

## Growing Demand for Healthier and Functional Biscuits

One of the most prominent trends in the global biscuits market is the shift toward healthier and functional options. As consumers become increasingly health-conscious, they are actively seeking biscuits that align with their dietary goals, such as low sugar, low fat, high fiber, and high protein. This shift has encouraged manufacturers to reformulate traditional biscuits or launch entirely new ranges featuring wholesome ingredients like oats, multigrains, quinoa, flaxseeds, and natural sweeteners such as stevia and jaggery. Gluten-free, organic, vegan, and fortified biscuits with added vitamins or minerals are also gaining traction, particularly among people with dietary restrictions or specific health needs. According to a 2024 report by the World Health Organization (WHO), over 60% of adults globally are making conscious changes to reduce sugar and processed food intake, prompting increased demand for healthier snack alternatives. Functional biscuits targeting wellness categories such as digestion, immunity, and energy are becoming popular, as consumers now view snacks as a means to support overall well-being. This health-driven innovation is redefining product development strategies and creating new premium niches in the otherwise mainstream biscuits market.

## Key Market Players

Mondelez International, Inc.

The Kellogg Company

Parle Products Pvt. Ltd.

Britannia Industries Limited

Campbell Soup Company

ITC Limited

Interbake Foods LLC

Nestle S.A.

Richmond Baking Company

Abimar Foods Inc.

Report Scope:

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

Biscuits Market, By Product Type:

Plain Biscuit

Cookies

Sandwiched Biscuit

Crackers and Crispbreads

Others

Biscuits Market, By Sales Channel:

Hypermarkets/Supermarkets

Convenience Stores

Grocery Stores

Online

Others

Biscuits Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Biscuits Market.

## Available Customizations:

Global Biscuits 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. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **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
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factors Influence Purchase Decision

### **5. GLOBAL BISCUITS MARKET OUTLOOK**

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

## 5.2. Market Share & Forecast

5.2.1. By Product Type (Plain Biscuit, Cookies, Sandwiched Biscuit, Crackers and Crispbreads, Others)

5.2.2. By Sales Channel (Hypermarkets/Supermarkets, Convenience Stores, Grocery Stores, Online, Others)

5.2.3. By Region

5.2.4. By Company (2024)

## 5.3. Market Map

# 6. NORTH AMERICA BISCUITS MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Sales Channel

6.2.3. By Country

## 6.3. North America: Country Analysis

### 6.3.1. United States Biscuits 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 Product Type

6.3.1.2.2. By Sales Channel

### 6.3.2. Canada Biscuits 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 Product Type

6.3.2.2.2. By Sales Channel

### 6.3.3. Mexico Biscuits 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 Product Type

6.3.3.2.2. By Sales Channel

# 7. EUROPE BISCUITS MARKET OUTLOOK

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Product Type
  - 7.2.2. By Sales Channel
  - 7.2.3. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. France Biscuits 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 Product Type
      - 7.3.1.2.2. By Sales Channel
  - 7.3.2. Germany Biscuits 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 Product Type
      - 7.3.2.2.2. By Sales Channel
  - 7.3.3. Spain Biscuits 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 Product Type
      - 7.3.3.2.2. By Sales Channel
  - 7.3.4. Italy Biscuits 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 Product Type
      - 7.3.4.2.2. By Sales Channel
  - 7.3.5. United Kingdom Biscuits 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 Product Type
      - 7.3.5.2.2. By Sales Channel

## **8. ASIA-PACIFIC BISCUITS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product Type
  - 8.2.2. By Sales Channel
  - 8.2.3. By Country
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1. China Biscuits 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 Product Type
      - 8.3.1.2.2. By Sales Channel
  - 8.3.2. Japan Biscuits 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 Product Type
      - 8.3.2.2.2. By Sales Channel
  - 8.3.3. India Biscuits 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 Product Type
      - 8.3.3.2.2. By Sales Channel
  - 8.3.4. South Korea Biscuits 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 Product Type
      - 8.3.4.2.2. By Sales Channel
  - 8.3.5. Indonesia Biscuits 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 Product Type
      - 8.3.5.2.2. By Sales Channel

## **9. MIDDLE EAST & AFRICA BISCUITS MARKET OUTLOOK**

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Product Type

#### 9.2.2. By Sales Channel

#### 9.2.3. By Country

### 9.3. MEA: Country Analysis

#### 9.3.1. South Africa Biscuits 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 Product Type

###### 9.3.1.2.2. By Sales Channel

#### 9.3.2. Saudi Arabia Biscuits 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 Product Type

###### 9.3.2.2.2. By Sales Channel

#### 9.3.3. UAE Biscuits 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 Product Type

###### 9.3.3.2.2. By Sales Channel

#### 9.3.4. Turkey Biscuits Market Outlook

##### 9.3.4.1. Market Size & Forecast

###### 9.3.4.1.1. By Value

##### 9.3.4.2. Market Share & Forecast

###### 9.3.4.2.1. By Product Type

###### 9.3.4.2.2. By Sales Channel

## **10. SOUTH AMERICA BISCUITS MARKET OUTLOOK**

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

- 10.2.1. By Product Type
- 10.2.2. By Sales Channel
- 10.2.3. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Biscuits 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 Product Type
      - 10.3.1.2.2. By Sales Channel
  - 10.3.2. Argentina Biscuits 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 Product Type
      - 10.3.2.2.2. By Sales Channel
  - 10.3.3. Colombia Biscuits 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 Product Type
      - 10.3.3.2.2. By Sales 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. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS**

## **14. PORTERS 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. Company Profiles

- 15.1.1. Mondelez International, Inc.
  - 15.1.1.1. Business Overview
  - 15.1.1.2. Company Snapshot
  - 15.1.1.3. Products & Services
  - 15.1.1.4. Financials (As Per Availability)
  - 15.1.1.5. Key Market Focus & Geographical Presence
  - 15.1.1.6. Recent Developments
  - 15.1.1.7. Key Management Personnel
- 15.1.2. The Kellogg Company
- 15.1.3. Parle Products Pvt. Ltd.
- 15.1.4. Britannia Industries Limited
- 15.1.5. Campbell Soup Company
- 15.1.6. ITC Limited
- 15.1.7. Interbake Foods LLC
- 15.1.8. Nestle S.A.
- 15.1.9. Richmond Baking Company
- 15.1.10. Abimar Foods Inc.

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIME**

## I would like to order

Product name: Biscuits Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Plain Biscuit, Cookies, Sandwiched Biscuit, Crackers and Crispbreads, Others), By Sales Channel (Hypermarkets/Supermarkets, Convenience Stores, Grocery Stores, Online, Others), By Region & Competition, 2020-2030F

Product link: <https://marketpublishers.com/r/BA7C90B85260EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BA7C90B85260EN.html>