

Healthy Biscuits Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Functional & Digestive, Gluten-free, Reduced Calorie, Others), By Product Type (Wheat, Oats, Multi Grain, Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, By Competition, 2018-2028

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Abstracts

Global Healthy Biscuits Market was valued at USD 3.24 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 7.1% through 2028. The healthy biscuits market is expected to witness significant growth in the coming years, owing to the increasing demand for healthy and convenient snack options. Key players in the market are focusing on innovation and product development to meet the changing needs of consumers.

Growing consumer interest in healthy snack options, particularly among working adults and millennials, as well as increased health and fitness awareness are credited with driving market expansion. In the years to come, it's also anticipated that the excellent nutritional content of healthy biscuits would increase demand. The global market is also anticipated to grow in popularity as people turn to them as go-to snacks instead of high-calorie foods like cookies, cakes, and chocolates.

The active lifestyle of customers who seek more easy food options is driving up demand for nutritious biscuits. High per capita food consumption, particularly in developing nations like China and India, along with rising demand for healthy snacks is causing the

global industry to expand. Moreover, packaging innovations and an increase in the number of fitness enthusiasts are expected to boost healthy biscuits market growth.

Healthy biscuits are predicted to become more popular due to a number of variables, including their low cost, simplicity of availability, speed of consumption, and high nutritional value. The production of nutritious biscuits in a variety of flavors to improve flavor is a focus of manufacturers. Parle, for example, sells digestive biscuits that have a cinnamon-cinnamon flavor and oats and honey flavors. Given the abundance of both foreign and domestic firms, this situation has produced intense competition on the worldwide market.

Globally, there has been an increase in consumer demand for organic and non-GMO products. Due to increased health awareness and growing worries about food safety, consumers are turning to natural food items. Moreover, improved lifestyles and the introduction of advanced purchase methods such as online grocery shopping have been fueling the market growth. Furthermore, companies are adopting innovative promotional strategies such as TV campaigns to spread awareness about their health products.

Key Market Drivers

Health and Wellness Trends

The increasing focus on health and wellness is one of the primary drivers of the healthy biscuits market. Consumers are becoming more conscious of their dietary choices and are actively seeking out snacks that offer nutritional benefits. Healthy biscuits, enriched with ingredients like whole grains, nuts, seeds, and natural sweeteners, align with these evolving preferences. They are perceived as a convenient way to incorporate health-conscious choices into daily life without sacrificing taste or indulgence.

The growing awareness of the adverse effects of excessive sugar and artificial additives in traditional biscuits has led consumers to scrutinize product labels. Healthy biscuits, which often contain reduced sugar levels and fewer additives, resonate with consumers looking for cleaner, more wholesome options. The demand for biscuits made with organic and non-GMO ingredients has also surged as consumers seek products that align with their health and wellness goals.

Convenience and Portability

In our fast-paced world, convenience is a major driver behind the popularity of healthy

biscuits. These biscuits are often packaged in convenient single servings, making them a perfect on-the-go snack. This portability appeals to busy professionals, students, and anyone looking for a quick and nutritious bite during their daily routines.

Additionally, healthy biscuits are frequently marketed as a snack that can satisfy hunger while providing sustained energy. They are designed to keep consumers full for longer periods, reducing the need for frequent snacking. This convenience factor has contributed significantly to the growth of the healthy biscuits market, as consumers increasingly prioritize time-efficient and nutritionally balanced snacks.

Dietary Preferences and Allergen Concerns

Another important driver of the healthy biscuits market is the increasing prevalence of dietary preferences and allergen concerns. Many consumers today follow specialized diets, such as gluten-free, vegan, or keto diets. Healthy biscuits that cater to these specific dietary requirements have gained substantial traction. Gluten-free biscuits, for instance, are essential for individuals with celiac disease or gluten sensitivity.

Moreover, healthy biscuits that are free from common allergens like nuts, dairy, and soy address the concerns of those with food allergies or intolerances. As more people adopt these specialized diets and allergen-free lifestyles, manufacturers have responded by offering a wider range of healthy biscuits that align with these preferences, thus expanding the market's reach.

Marketing and Branding

The power of effective marketing and branding should not be underestimated as a driver of the healthy biscuits market. Companies have invested heavily in creating appealing packaging, product positioning, and messaging that emphasizes health benefits. They leverage keywords like 'natural,' 'organic,' 'low-sugar,' and 'nutrient-rich' to attract health-conscious consumers.

Furthermore, endorsements by fitness influencers, nutritionists, and celebrities have a significant impact on consumer choices. These influencers often promote healthy biscuits as part of a balanced diet, further increasing their appeal. Through engaging social media campaigns and partnerships with wellness brands, companies have successfully created a buzz around their healthy biscuit products, driving consumer interest and sales.

Rising Incidence of Lifestyle Diseases

The rising incidence of lifestyle-related diseases, such as diabetes, obesity, and cardiovascular issues, has propelled the demand for healthier snack options, including biscuits. Consumers are increasingly mindful of the role that diet plays in preventing and managing these conditions. As a result, they are seeking out snacks that offer a balance between taste and health benefits.

Healthy biscuits are positioned as a viable alternative to traditional high-sugar and high-fat snacks. They often contain ingredients like oats, flaxseeds, and fiber, which are known to support better blood sugar control and heart health. This association with health benefits has resonated with individuals looking to make more conscious food choices to mitigate the risk of lifestyle diseases.

Innovation in Ingredients and Flavors

Innovation in ingredients and flavors is a vital driver of the healthy biscuits market. Manufacturers are continually exploring new ingredients and flavor profiles to enhance the nutritional value and taste of their products. This innovation has led to the creation of a wide range of unique and appealing healthy biscuit varieties.

For example, incorporating superfoods like quinoa, chia seeds, and matcha into biscuit recipes has gained popularity. These ingredients are not only nutritious but also add distinct flavors and textures to the biscuits. Additionally, healthy biscuits come in various flavors, such as almond, coconut, cinnamon, and dark chocolate, catering to diverse taste preferences. This variety has contributed to increased consumer interest and repeat purchases.

Key Market Challenges

Taste and Palatability

One of the foremost challenges facing the healthy biscuits market is the perception that healthier options often sacrifice taste and palatability. Traditional biscuits, known for their rich, indulgent flavors and textures, have set a high bar for consumer expectations. Healthy biscuits, which are typically made with whole grains, reduced sugar, and fewer additives, may not always match the taste profile of their conventional counterparts.

Manufacturers face the challenge of developing healthy biscuits that are not only

nutritionally superior but also delicious and satisfying to the palate. Consumer reluctance to compromise on taste can be a significant barrier to adoption. To address this challenge, companies must invest in research and development to create healthier formulations that deliver on flavor without compromising nutritional integrity.

Pricing and Cost Considerations

Another significant challenge in the healthy biscuits market is pricing. High-quality, natural, and organic ingredients often come at a premium cost compared to their conventional counterparts. This leads to higher production costs for healthy biscuits, which can be passed on to consumers in the form of higher prices.

Consumers, while desiring healthier options, are also price-sensitive. Many may be unwilling to pay a premium for healthy biscuits, especially when they can find cheaper alternatives. Finding the right balance between offering nutritious ingredients and maintaining competitive pricing is a continual challenge for manufacturers in this market. Strategies like economies of scale, efficient supply chain management, and cost-effective sourcing of ingredients are essential to mitigate this challenge.

Competition from Traditional Biscuits

The healthy biscuits market faces intense competition from traditional biscuits that have dominated the snack industry for decades. Traditional biscuits often enjoy strong brand recognition, loyalty, and a well-established market presence. Consumers who have grown up with these brands may be hesitant to switch to healthier options.

Additionally, traditional biscuits are continuously innovating to cater to changing consumer preferences. Many conventional biscuit brands now offer 'healthier' product lines, such as reduced-sugar or whole-grain varieties, further encroaching on the territory of healthy biscuits. Manufacturers of healthy biscuits must navigate this competitive landscape by emphasizing their unique value propositions and differentiating themselves through taste, nutrition, and marketing strategies.

Regulatory Compliance and Labeling

Ensuring compliance with evolving regulatory standards and accurately labeling products in the healthy biscuits market is a multifaceted challenge. As consumers become more discerning about what they eat, regulatory bodies are tightening the requirements for health claims, ingredient listings, and nutritional information.

Manufacturers must stay current with these regulations to avoid potential legal issues and maintain consumer trust.

Moreover, accurately communicating the nutritional benefits of healthy biscuits through packaging and marketing materials is crucial. Misleading claims or inadequate information can lead to consumer skepticism and decreased trust in the brand. Manufacturers need to invest in research and testing to provide verifiable data on the nutritional content of their products and navigate the complex landscape of health-related claims effectively.

Key Market Trends

Clean Label and Transparency

A prominent trend in the healthy biscuits market is the demand for clean label products and greater transparency in ingredient sourcing and processing. Consumers today are more discerning and seek products with simple, easily understandable ingredient lists. They are wary of artificial additives, preservatives, and excessive sugar content.

Manufacturers are responding by adopting clean label practices, using recognizable ingredients, and clearly stating the source and origin of components. This trend not only builds consumer trust but also aligns with the broader movement towards natural and minimally processed foods. Companies that prioritize transparency in labeling and ingredient sourcing are likely to gain a competitive edge in the healthy biscuits market.

Plant-Based and Vegan Options

The surge in plant-based diets and veganism has led to a growing demand for plant-based and vegan-friendly healthy biscuits. Consumers are increasingly looking for products that do not contain animal-derived ingredients like dairy or eggs. Plant-based biscuits often use ingredients like almond milk, coconut oil, and flax seeds as substitutes for traditional animal-based ingredients.

Moreover, plant-based biscuits align with sustainability concerns, as they typically have a lower environmental footprint compared to products that rely heavily on animal agriculture. As more consumers embrace plant-based eating, manufacturers are expanding their portfolios to include a variety of plant-based and vegan options, capitalizing on this trend.

Gluten-Free and Allergen-Friendly

The gluten-free and allergen-friendly trend is gaining significant traction in the healthy biscuits market. Consumers with celiac disease, gluten sensitivity, or food allergies are seeking safe and enjoyable snacking options. Healthy biscuits that cater to these dietary requirements have become increasingly popular.

Manufacturers are formulating gluten-free biscuits using alternative flours like rice flour, almond flour, or chickpea flour, ensuring that the taste and texture remain appealing. Additionally, allergen-friendly biscuits, which are free from common allergens like nuts, soy, and dairy, are addressing the needs of individuals with food allergies or intolerances.

Functional Ingredients and Nutrient Fortification

Consumers are increasingly looking for more than just empty calories in their snacks. They want biscuits that offer added health benefits through functional ingredients and nutrient fortification. Manufacturers are responding by incorporating superfoods like chia seeds, quinoa, and flax seeds into their biscuit recipes, enhancing the nutritional profile.

Furthermore, nutrient fortification is on the rise. Biscuits fortified with vitamins, minerals, and fiber are gaining popularity, particularly among consumers who view snacks as an opportunity to fill nutritional gaps in their diets. Functional ingredients and nutrient fortification not only make biscuits healthier but also create a point of differentiation in a competitive market.

Innovative Flavors and Varieties

Innovation in flavors and varieties is a driving force in the healthy biscuits market. Manufacturers are continually experimenting with unique and exotic flavor combinations to cater to diverse consumer preferences. Flavors like matcha, turmeric, coconut-lime, and chai spice are finding their way into healthy biscuits, adding an element of excitement to the market.

Moreover, healthy biscuit varieties that cater to specific dietary needs, such as keto-friendly, low-carb, or high-protein options, are gaining traction. These innovations allow manufacturers to tap into niche markets and offer consumers a broader range of choices, driving growth and loyalty.

Online Retail and E-commerce

The digital revolution has transformed the way consumers shop for food products, and the healthy biscuits market is no exception. The convenience of online retail and e-commerce platforms has made it easier for consumers to access a wide variety of healthy biscuits from the comfort of their homes.

Manufacturers are increasingly focusing on their online presence, partnering with e-commerce platforms, and building direct-to-consumer channels. This trend is particularly relevant in a post-pandemic world, where online shopping has become the norm. It allows manufacturers to reach a broader audience and gather valuable data on consumer preferences.

Segmental Insights

Type Insights

Based on type, the reduced calorie segment accounted for the largest share in 2022. The market's expansion is attributable to consumers' growing desire for healthier products, which has prompted producers to create biscuits with lower fat and sugar content. There are numerous producers in this area. For instance, Tiffany makes sugar-free biscuits with flavors like lemon, orange, and chocolate, Galletas makes sugar-free Marie and fiber biscuits, and IKO sells biscuits made with pumpkin, oats, and grain ingredients.

The functional and digestive segment is expected to expand at the fastest CAGR during the forecasted period. The segment is being driven by rising consumer demand for nutrient-dense snacks. These biscuits contain a variety of nutrient-dense ingredients, including oats, wheat, and multigrain. In this area, India is expected to have tremendous development. The Britannia Nutrigo line largely controls the digestive biscuit market in India.

Distribution Channel Insights

The supermarkets and hypermarkets segment is projected to experience rapid growth during the forecast period. The physical display of products in the stores allows customers to scan product details. Moreover, the availability of a wide range of products offered by different brands enables consumers to compare and choose the best product. The growth of the organized retail sector and various offers and discounts

provided by leading players have also helped in increasing the visibility of these products.

Regional Insights

Europe emerged as the dominant player in the global healthy biscuits market in 2022, holding the largest market share. The market growth is majorly attributed to the high demand for digestive biscuits and the presence of major players namely Mondelez International, Inc., and United Biscuits. The U.K. accounted for a significant share in the Europe market in 2022. High product demand, as well as a number of product launches, are some of the factors boosting the growth in the country.

Traditionally perceived as unhealthy among consumers, biscuits, and cookies available today have been attracting an increasing number of consumers as many of these are gluten-free, with high fiber content, no added sugar, and high in protein. This is expected to drive the demand for healthy biscuits in the region.

Key Market Players

Mondelez International, Inc.

Pladis

Britannia

Parle Products Pvt. Ltd.

IFFCO

Cosmic Nutracos Solutions Private Limited

UNIBIC Foods India Pvt. Ltd.

Anmol Industries Ltd.

ITC Limited

IKO

Report Scope:

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

Healthy Biscuits Market, By Type:

Functional & Digestive

Gluten-free

Reduced Calorie

Others

Healthy Biscuits Market, By Product Type:

Wheat

Oats

Multi Grain

Others

Healthy Biscuits Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Healthy Biscuits 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

Turkey

Egypt

Competitive Landscape

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

Available Customizations:

Global Healthy Biscuits market report with the given market data, Tech Sci 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).

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 - 14.1.7.2. Products & Services
 - 14.1.7.3. Financials (As Per Availability)
 - 14.1.7.4. Key Market Focus & Geographical Presence
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14.1.9. ITC Limited

14.1.9.1. Company Details

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15. STRATEGIC RECOMMENDATIONS

15.1. Key Focus Areas

15.2. Target Type

15.3. Target Distribution Channel

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