

Sweet Biscuit Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Chocolate-coated Biscuits, Cookies, Filled Biscuits, Plain Biscuits, Sandwich Biscuits, and Others), By Source (Wheat, Oats, Millets, and Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, and Others), By Region, By Competition, 2018-2028

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Abstracts

Global Sweet Biscuit Market was valued at USD 86.9 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 4.5% through 2028. The global sweet biscuit market is a thriving and dynamic segment within the broader food industry. Sweet biscuits, commonly known as cookies in some regions, are a beloved snack enjoyed by people of all ages worldwide. This market's growth and evolution can be attributed to various factors, including changing consumer preferences, product innovation, and market dynamics.

One of the primary drivers of the global sweet biscuit market is the enduring popularity of these baked treats. Sweet biscuits are a staple in many households, offering a convenient and enjoyable snack option. Their versatility allows them to be paired with various beverages, such as tea, coffee, or milk, making them a universal snack for different times of the day.

The market's growth is also driven by the global trend of indulgence and comfort eating. Consumers seek out sweet biscuits as a source of simple pleasure and comfort, especially during stressful or uncertain times. The familiarity and nostalgia associated

with sweet biscuits make them a go-to choice for those seeking a moment of solace or satisfaction.

Innovations in product variety and flavors have played a significant role in expanding the sweet biscuit market. Manufacturers are continually introducing new and exciting flavors, textures, and forms of sweet biscuits to entice consumers. From classic options like chocolate chip and buttery shortbread to more exotic choices like matcha or fruit-infused varieties, the diverse range of flavors caters to a wide spectrum of tastes.

Health-conscious consumers have influenced product development within the sweet biscuit market. Manufacturers are responding to the demand for healthier options by introducing low-sugar, whole-grain, or gluten-free sweet biscuits. These products appeal to consumers who want to enjoy a sweet treat without compromising their dietary or health goals.

The influence of global dietary trends is evident in the market's product offerings. Vegan, organic, and clean-label sweet biscuits are increasingly sought after by consumers who prioritize ethical, sustainable, and transparent ingredient sourcing. As a result, manufacturers are adapting their production methods to cater to these preferences.

Packaging and presentation are becoming more critical in the sweet biscuit market. Eye-catching packaging, creative design, and eco-friendly packaging materials contribute to the overall appeal of sweet biscuits. Aesthetically pleasing packaging can attract consumers and enhance brand recognition.

Furthermore, the global sweet biscuit market is embracing digital marketing and e-commerce. Companies are leveraging online platforms and social media to reach a broader audience and engage with consumers. This digital presence not only facilitates brand promotion but also provides a platform for consumers to share their experiences and reviews.

Key Market Drivers

Changing Consumer Lifestyles and Eating Patterns

One of the primary drivers of the global sweet biscuit market is the transformation in consumer lifestyles and eating patterns. As urbanization continues, and people lead increasingly busy lives, there is a growing demand for convenient and on-the-go snack

options. Sweet biscuits fit this need perfectly, offering a portable and non-perishable snack that can be easily consumed anywhere.

Moreover, the concept of snacking has evolved. Consumers are now looking for snacks that not only satisfy their hunger but also provide a pleasurable eating experience. Sweet biscuits come in a wide range of flavors, textures, and formats, making them an attractive choice for those seeking a quick and delicious treat. The indulgent nature of sweet biscuits, with their varying levels of sweetness and inclusions like chocolate chips, nuts, and fruits, caters to consumers looking for an enjoyable snacking experience.

As dietary patterns shift, many consumers are turning to portion-controlled snacks like sweet biscuits to help manage their calorie intake and control portion sizes. Manufacturers are responding to this trend by offering a variety of portioned sweet biscuit packs, which can be a healthier and more controlled snack option compared to other high-calorie, indulgent treats.

Furthermore, the demand for healthier and more nutritious sweet biscuits has surged in recent years. With the growing focus on health and wellness, consumers are looking for products with cleaner ingredient labels, lower sugar content, and whole-grain options. Manufacturers are responding by introducing sweet biscuits with these attributes, catering to the health-conscious segment of the market.

Globalization and Cultural Diversity

The globalization of food culture has significantly impacted the sweet biscuit market. As people travel, experience different cultures, and seek diverse flavors, there is a growing interest in trying international and exotic sweet biscuits. This has led to an expansion of the product offerings and flavor profiles in the market.

Sweet biscuits are often associated with cultural and regional traditions. Many countries have their own unique variations of sweet biscuits, each with distinct ingredients and flavors. For instance, Italian biscotti, French madeleines, and American chocolate chip cookies all offer consumers a taste of different parts of the world. This cultural diversity in sweet biscuits has piqued the curiosity and appetite of consumers, driving them to explore and enjoy a broader range of options.

Globalization has also enabled the cross-border expansion of sweet biscuit manufacturers. Companies with established brands have been able to introduce their

products to new markets and audiences, further increasing the global reach of sweet biscuits. This international market expansion has created opportunities for consumers to access a wider array of sweet biscuit varieties.

Innovation and Product Development

Innovation and product development play a pivotal role in driving the global sweet biscuit market. Manufacturers are continuously seeking new ways to capture consumers' attention and cater to their evolving tastes. These innovations encompass various aspects of sweet biscuits, including flavor, ingredient quality, packaging, and marketing strategies.

Flavor innovation is a notable driver. Manufacturers are developing unique and exciting flavor profiles to entice consumers. Whether it's exotic fruits, spices, or trendy flavor combinations, companies are continually experimenting to offer products that stand out in a crowded market. The introduction of limited-edition or seasonal flavors also creates a sense of novelty and excitement among consumers.

In response to consumer demands for healthier snack options, manufacturers are developing sweet biscuits with improved nutritional profiles. These products may include reduced sugar content, whole-grain ingredients, or fortification with vitamins and minerals. Health-focused consumers are drawn to these options, and such innovations are driving growth within the market.

Packaging innovations are also influencing the sweet biscuit market. Convenient and on-the-go packaging options, such as single-serve pouches and resealable bags, are designed to maintain product freshness and ease of consumption. Eye-catching and sustainable packaging designs can enhance the appeal of sweet biscuits on store shelves and in the e-commerce landscape.

Key Market Challenges

Health and Wellness Concerns

One of the most prominent challenges facing the global sweet biscuit market is the increasing concern about health and wellness among consumers. With the rise in diet-related health issues, including obesity and diabetes, many consumers are becoming more health-conscious and scrutinizing their food choices. Sweet biscuits are often seen as high-calorie, high-sugar, and low-nutrition products, making them a target for

health-related criticism.

Manufacturers are responding to this challenge by developing healthier sweet biscuit options. These products may incorporate whole grains, reduce sugar content, and include natural and organic ingredients. However, achieving a balance between making biscuits healthier while maintaining their taste and texture is a complex task.

Furthermore, there are stringent regulations and labeling requirements related to nutrition and health claims in many countries, which can pose additional challenges for sweet biscuit manufacturers. Complying with these regulations while promoting products as healthier choices can be a delicate balancing act.

Changing Consumer Preferences

Consumer preferences in the global sweet biscuit market are constantly evolving, and staying attuned to these shifts is a significant challenge for manufacturers. While traditional flavors and classic biscuit varieties continue to be popular, consumers are also demanding novelty and innovation. The desire for unique and exotic flavor profiles, gluten-free options, organic ingredients, and sustainable practices presents a considerable challenge for companies aiming to meet these diverse preferences.

Adapting to changing consumer preferences requires substantial investment in research and development to create new products that align with market trends. Additionally, it involves reevaluating production processes and supply chains to ensure sustainable and responsible sourcing of ingredients, which adds complexity and cost to operations.

The challenge is not only to develop new biscuit varieties but also to effectively communicate these innovations to consumers. Marketing and branding strategies need to be adapted to convey the appeal of these products in a crowded marketplace.

Competition and Market Saturation

The global sweet biscuit market is highly competitive, with numerous established players and new entrants vying for market share. The competitive landscape can lead to price wars, where companies reduce prices to gain an advantage, impacting profitability. Additionally, the market can become saturated with a wide range of biscuit brands and products, making it increasingly challenging for companies to differentiate themselves and stand out.

Private-label or store-brand sweet biscuits have also grown in popularity, offering consumers a more affordable alternative to well-known brands. These private-label products, offered by supermarkets and retail chains, often provide quality similar to that of established brands, increasing competition further.

To address this challenge, sweet biscuit manufacturers must focus on product innovation, quality, branding, and marketing to create a distinct and appealing identity. They also need to consider regional and global expansion strategies to tap into emerging markets where the demand for sweet biscuits is growing.

Moreover, the global sweet biscuit market is influenced by macroeconomic factors, including fluctuations in raw material prices and currency exchange rates. These factors can impact the cost of production and pricing, affecting manufacturers' profit margins.

Key Market Trends

Health and Wellness Concerns Driving Demand for Healthier Options

In recent years, there has been a noticeable shift in consumer preferences towards healthier and more nutritionally conscious food choices. This trend has significantly impacted the sweet biscuit market, leading to an increasing demand for biscuits that are perceived as healthier options. Consumers are now more inclined to choose sweet biscuits that are lower in sugar, incorporate whole grains, and are free from artificial additives and preservatives.

Manufacturers are responding to these demands by reformulating their products to reduce sugar content and improve nutritional profiles. They are also focusing on labeling, making it easier for consumers to identify products that align with their health and wellness goals. Gluten-free, organic, and non-GMO sweet biscuits are gaining popularity as well.

Additionally, the use of alternative sweeteners, such as stevia and monk fruit, has become more common in sweet biscuit formulations, catering to consumers who are looking to reduce their sugar intake. Health-conscious consumers are also seeking biscuits with added functional ingredients like fiber, protein, and vitamins to boost the nutritional value of their snacks.

Flavor Innovation and Premiumization

The sweet biscuit market is witnessing a growing trend of flavor innovation and premiumization. Consumers are seeking unique and indulgent taste experiences, and manufacturers are responding by introducing a wide variety of innovative and gourmet flavor profiles.

Flavors inspired by global cuisines, exotic fruits, and spices are becoming more common. For example, sweet biscuits infused with flavors like matcha, lavender, cardamom, and chai have gained popularity. These unique flavor combinations are designed to appeal to adventurous palates and to differentiate products in a competitive market.

In addition to flavor innovation, there is a notable emphasis on premiumization. Consumers are willing to pay more for high-quality, artisanal, and handcrafted sweet biscuits. Manufacturers are elevating their products through the use of premium ingredients, such as high-quality chocolate, real butter, and premium nuts and fruits. The packaging and presentation of sweet biscuits have also become more sophisticated, appealing to consumers who are looking for a premium snacking experience.

Sustainability and Ethical Sourcing

The global sweet biscuit market is experiencing a growing awareness and emphasis on sustainability and ethical sourcing. Consumers are increasingly concerned about the environmental and social impact of the products they purchase. As a result, they are looking for sweet biscuits that are produced using sustainable practices and ethically sourced ingredients.

One aspect of sustainability is the reduction of packaging waste. Consumers are gravitating towards brands that use eco-friendly and recyclable packaging for their sweet biscuits. Reducing the carbon footprint of production and distribution processes is another vital consideration for both manufacturers and consumers.

Ethical sourcing has also become a significant trend. Consumers are interested in the origin of ingredients used in sweet biscuits and want assurance that they are sourced responsibly. Manufacturers are responding by partnering with ethical and sustainable ingredient suppliers. Fair trade certifications and transparent supply chain practices are being promoted to provide consumers with the confidence that the sweet biscuits they choose have been produced with care for both people and the planet.

Segmental Insights

Type Insights

Chocolate-coated biscuits have emerged as a dominant and highly sought-after category in the global sweet biscuit market, capturing a significant share of consumer preferences and retail shelves. This trend is driven by several key factors that underscore the popularity and enduring appeal of this delectable treat.

One of the primary drivers behind the prominence of chocolate-coated biscuits in the global sweet biscuit market is the irresistible combination of flavors and textures they offer. The marriage of a crisp, crumbly biscuit with the indulgent sweetness and rich cocoa flavor of chocolate is a sensory delight. This harmonious pairing of two beloved ingredients satisfies both the sweet tooth and the craving for a satisfying crunch, making it an appealing choice for consumers of all ages.

Chocolate-coated biscuits also benefit from their versatility and adaptability to various consumer preferences and occasions. Whether enjoyed as an on-the-go snack, an accompaniment to a hot beverage, or a dessert treat, these biscuits can be a convenient and delightful option. Moreover, they come in a range of shapes and sizes, from traditional rectangular biscuits to more intricate designs, catering to a diverse audience and serving different consumption scenarios.

The global success of chocolate-coated biscuits is further driven by the nostalgia and emotional connection they evoke. Many consumers have fond memories of enjoying these biscuits during their childhood, and the simple pleasure of a chocolate-coated biscuit can trigger a sense of comfort and familiarity. This emotional resonance enhances their appeal and drives repeat purchases.

Another critical factor in the popularity of chocolate-coated biscuits is their widespread availability. These treats are readily found in supermarkets, convenience stores, and even online marketplaces, ensuring that consumers can access them easily. The convenience of purchasing chocolate-coated biscuits on a whim or including them in the regular grocery list contributes to their enduring market share.

The confectionery industry's innovation and creativity play a pivotal role in maintaining the market dominance of chocolate-coated biscuits. Manufacturers continue to introduce new and exciting variations, including different chocolate coatings, flavor infusions, and biscuit types. These innovations pique consumer interest, drive product

diversification, and fuel market growth.

Chocolate-coated biscuits also align with evolving consumer preferences for indulgence and premiumization. Premium chocolate coatings, as well as special fillings or inclusions like nuts, caramel, or flavored creams, cater to consumers seeking a more upscale and luxurious biscuit experience. This premiumization trend has allowed manufacturers to tap into a more affluent market segment, contributing to the segment's growth.

Sales Channel Insights

The online channel has emerged as a significant player in the global sweet biscuit market, signifying a notable shift in the way consumers shop for these beloved treats. This transformation has been driven by a confluence of factors, including changes in consumer behavior, technological advancements, and the growing prevalence of e-commerce platforms.

One of the key drivers behind the increasing share of online sales in the global sweet biscuit market is the convenience it offers to consumers. Online shopping allows individuals to browse and purchase a vast array of sweet biscuit products from the comfort of their homes, workplaces, or even on-the-go via mobile devices. This level of convenience has become increasingly attractive in today's fast-paced world, where consumers value efficient and hassle-free shopping experiences.

The wide variety of sweet biscuit products available online is another major draw for consumers. Online marketplaces and e-commerce platforms offer an extensive selection of flavors, brands, packaging sizes, and specialty items that may not be as readily available in physical stores. This diverse product range caters to a broad spectrum of consumer preferences, allowing individuals to explore new and exciting flavors or stick to their favorite classic choices.

The online channel has also gained prominence through the introduction of engaging and user-friendly interfaces. E-commerce platforms provide users with the ability to read detailed product descriptions, reviews, and recommendations, thus facilitating informed purchasing decisions. This accessibility to product information and reviews empowers consumers to select sweet biscuits that align with their tastes and dietary preferences.

The convenience and accessibility of online shopping for sweet biscuits have been further emphasized during the COVID-19 pandemic. Lockdowns and restrictions

prompted consumers to turn to e-commerce platforms for their daily necessities, including sweet treats. This behavior shift has persisted beyond the pandemic, with many consumers continuing to embrace the convenience and safety of online shopping for sweet biscuits and other food items.

Furthermore, the online channel is characterized by the competitive pricing and promotional opportunities it offers. Consumers can find attractive deals, discounts, and bundles when shopping for sweet biscuits online, making it a cost-effective choice for price-conscious shoppers. Online retailers often run promotional campaigns and offer loyalty programs, further enhancing the affordability of these products.

Social media and digital marketing strategies have also played a pivotal role in increasing the online channel's share in the sweet biscuit market. Companies leverage various online platforms and advertising techniques to create visually appealing and compelling marketing content. Engaging advertisements, influencer endorsements, and user-generated content have collectively contributed to higher brand visibility and consumer engagement.

Regional Insights

Asia Pacific has emerged as a significant player in the global sweet biscuit market, showcasing a remarkable shift in consumer preferences and market dynamics. This region's growing prominence can be attributed to several key factors that have contributed to its substantial share in the sweet biscuit industry.

One of the primary drivers of Asia Pacific's significant presence in the global sweet biscuit market is its vast and diverse population. With countries like China and India boasting some of the world's largest consumer bases, the region offers a massive market for sweet biscuits. As disposable incomes rise and urbanization continues, consumers in Asia Pacific are increasingly drawn to convenience foods, including sweet biscuits, making it a prime market for manufacturers.

Moreover, Asia Pacific's cultural diversity and rich culinary traditions play a pivotal role in the region's sweet biscuit market dominance. Each country in this region has its own unique and varied snack and confectionery preferences. Manufacturers have adapted to cater to these diverse tastes, producing sweet biscuits in an array of flavors, shapes, and sizes to appeal to local preferences.

The convenience and portability of sweet biscuits have contributed significantly to their

popularity in Asia Pacific. Urban lifestyles often demand on-the-go snacking options, and sweet biscuits perfectly fit this need. The individual packaging and easy accessibility of sweet biscuits make them a convenient choice for consumers, whether they are commuting, working, or simply looking for a quick and satisfying snack.

Furthermore, the fast-paced growth of e-commerce and digital marketing in Asia Pacific has amplified the accessibility of sweet biscuits to consumers. Online marketplaces and retail platforms have made it easier for consumers to explore and purchase a wide variety of sweet biscuit products. The convenience of online shopping, coupled with extensive marketing and promotions, has further fueled the market's growth in the region.

The dominance of Asia Pacific in the global sweet biscuit market is also reflected in the region's burgeoning bakery and confectionery industry. The demand for sweet biscuits as ingredients or stand-alone products has soared, as these products serve as a staple in the region's culinary and snacking culture. Sweet biscuits are often used in desserts, ice creams, and various confectionery items, contributing to their increased consumption.

Key Market Players

Mondel?z International Inc. (belVita)

Burton's Biscuit Company

ITC Limited (Sunfeast, Dark Fantasy)

Parle Products Private Limited

The Kellogg's Company

Britannia Industries Limited

Yildiz Holding AS

Grupo Bimbo

Bahlsen GmbH & Co. KG

Simple Mills

Report Scope:

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

Sweet Biscuit Market, By Type:

Chocolate-Coated Biscuits

Cookies

Filled Biscuits

Plain Biscuits

Sandwich Biscuits

Others

Sweet Biscuit Market, By Source:

Wheat

Oats

Millet

Others

Sweet Biscuit Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Sweet 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

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global sweet biscuit market.

Available Customizations:

Global Sweet Biscuit 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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