

Biscuits and Cookies Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type [Biscuits (Sweet Plain Biscuits, Savory Biscuits, Coated Biscuits, Filled Sandwich Biscuits, Wafer Biscuits, and Other Biscuits) and Cookies (Chocolate Chip Cookies, Shortbread Cookies, Butter Cookies, Filled Sandwich Cookies, and Other Cookies)], Category (Sugar-Free and Conventional), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail and Others), and Geography

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Abstracts

The biscuits and cookies market size is projected to reach US\$ 87.39 billion in 2023 to US\$ 120.15 billion by 2031; it is estimated to register a CAGR of 4.1% from 2023 to 2031.

The global biscuits and cookies market is a vibrant and rapidly expanding sector within the food industry, characterized by diverse product offerings and evolving consumer preferences. This market growth is driven by several factors, including the increasing demand for convenient snack options, the rise of health-conscious consumers seeking healthier alternatives, and the popularity of premium and artisanal products.

Additionally, the expansion of e-commerce platforms has transformed distribution channels, making biscuits and cookies more accessible to consumers worldwide. As

manufacturers innovate to meet changing tastes and preferences, the market is becoming increasingly competitive, with a focus on quality, sustainability, and unique flavor profiles. Overall, the global biscuits and cookies market presents significant opportunities for growth and innovation, catering to a diverse range of consumer needs. These factors are expected to propel the global biscuits and cookies market.

Consumers, especially in urban areas, are increasingly seeking variety and unique taste experiences in their snacks. This change in consumer preferences has led to an influx of innovative biscuit flavors, ranging from traditional options such as chocolate and vanilla to more exotic variants such as matcha, lavender, and fruit-infused flavors. As consumers are more willing to experiment with new tastes, manufacturers are expanding their portfolios to cater to this growing demand, fostering market growth. For instance, in August 2024, Coca-Cola and The Oreo brands launched two exclusive and limited-edition products: OREO Coca-Cola Sandwich Cookie and Coca-Cola OREO Zero Sugar Limited Edition. Product launches are integral for maintaining competitiveness and meeting evolving consumer preferences in the biscuits and cookies market. Key players are increasingly launching new products to meet evolving consumer demands, particularly for innovative flavors, healthier ingredients, and premium quality. Thus, strategic initiatives such as mergers and acquisitions, partnerships, campaign launches, and product launches by key players benefit individual companies and contribute to the overall development and sustainability of the biscuits and cookies market by fostering innovation, expanding market reach, and enhancing consumer awareness and satisfaction.

Based on distribution channel, the biscuits and cookies market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. Supermarkets and hypermarkets are large self-service shops that sell numerous products, such as groceries, food and beverages, and other household goods. They are also an important distribution channel for bakery products such as biscuits and cookies. Various flavors, brands, and formats are available under one roof, providing plenty of options for buyers. Many supermarkets offer competitive pricing and promotions, making products more affordable compared to convenience stores. Moreover, supermarkets are broadening their snack aisles to include gluten-free, sugar-free, and other specialty options, appealing to a broader customer base.

A few players operating in the biscuits and cookies market include General Mills Inc, Pladis Foods Ltd, Mondelez International Inc, Ferrero International SA, Burton's Biscuit Co, Nestle SA, J M Smucker Co, Still Sweet LLC, ITC Ltd, Lotus Bakeries NV, Campbell Soup Co, Parle Products Pvt Ltd, Galletas Gullon SA, UNIBIC Foods India

Pvt Ltd, and Britannia Industries Ltd, among others. Players operating in the biscuits and cookies market focus on providing innovative and healthy products at affordable prices to fulfill customer demand.

The overall biscuits and cookies market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the biscuits and cookies market.

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I would like to order

Product name: Biscuits and Cookies Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type [Biscuits (Sweet Plain Biscuits, Savory Biscuits, Coated Biscuits, Filled Sandwich Biscuits, Wafer Biscuits, and Other Biscuits) and Cookies (Chocolate Chip Cookies, Shortbread Cookies, Butter Cookies, Filled Sandwich Cookies, and Other Cookies)], Category (Sugar-Free and Conventional), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail and Others), and Geography

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