

Savory Biscuits Market Size, Share, and Outlook, 2025 Report- By Type (No Fat, Low Fat (Upto 6%), High Fat (6% To 10%), Extra High Fat (Above 10%), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Retailers, Online, Others), Packaging (Packets, Boxes, Others), and Companies, 2021-2032

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Abstracts

Savory Biscuits Market Outlook

The global Savory Biscuits market is expected to register a growth rate of 5.3% during the forecast period from \$68.5 Billion in 2024 to \$103.5 Billion in 2032. The Savory Biscuits market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Savory Biscuits segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (No Fat, Low Fat (Upto 6%), High Fat (6% To 10%), Extra High Fat (Above 10%), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Retailers, Online, Others), Packaging (Packets, Boxes, Others). Over 70 tables and charts showcase findings from our latest survey report on Savory Biscuits markets.

Savory Biscuits Market Insights, 2025

The savory biscuits market is witnessing steady growth fueled by changing snacking habits and consumer demand for convenient, flavorful, and health-oriented products.

This segment includes crackers, cheese biscuits, multigrain options, and those enriched with functional ingredients such as fiber and protein. Market players are innovating with diverse flavor profiles, incorporating herbs, spices, and regional tastes to cater to a broad demographic. The rise of on-the-go lifestyles and increasing preference for portion-controlled snacks drive retail expansion through convenience stores and online platforms. Additionally, clean-label and gluten-free variants appeal to health-conscious and allergen-sensitive consumers. The market is also benefiting from premiumization trends, with artisanal and gourmet offerings gaining traction. Sustainability in ingredient sourcing and packaging is increasingly becoming a priority, enhancing consumer trust and loyalty.

Five Trends that will define global Savory Biscuits market in 2025 and Beyond

A closer look at the multi-million global market for Savory Biscuits identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Savory Biscuits companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Savory Biscuits industry?

The Savory Biscuits sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Savory Biscuits Market Segment Insights

The Savory Biscuits industry presents strong offers across categories. The analytical report offers forecasts of Savory Biscuits industry performance across segments and countries. Key segments in the industry include By Type (No Fat, Low Fat (Upto 6%), High Fat (6% To 10%), Extra High Fat (Above 10%), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Retailers, Online, Others), Packaging (Packets, Boxes, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories

are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Savory Biscuits market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Savory Biscuits industry ecosystem. It assists decision-makers in evaluating global Savory Biscuits market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Savory Biscuits industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Savory Biscuits Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Savory Biscuits Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of

the largest markets for Savory Biscuits with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Savory Biscuits market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Savory Biscuits market Insights Executives are most excited about opportunities for the US Savory Biscuits industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Savory Biscuits companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Savory Biscuits market.

Latin American Savory Biscuits market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Savory Biscuits Markets New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Savory Biscuits markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Savory Biscuits markets including the

UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Savory Biscuits companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include United Biscuits, Danone S.A., Mondelez International, Nestlé S.A., Anmol Industries Ltd., The Kraft Heinz Company, Britannia Industries Limited, ITC Limited, Parle Products Pvt. Ltd., Kellogg Company, The Brooklyn Biscuit Company, Annie's, Inc.

Savory Biscuits Market Scope

Leading Segments

By Type

No Fat

Low Fat (Upto 6%)

High Fat (6% To 10%)

Extra High Fat (Above 10%)

By Distribution Channel

Supermarkets and Hypermarkets

Convenience Stores

Specialty Retailers

Online

Others

By Packaging

Packets

Boxes

Others

Leading Companies

United Biscuits

Danone S.A.

Mondelez International

Nestlé S.A.

Anmol Industries Ltd.

The Kraft Heinz Company

Britannia Industries Limited

ITC Limited

Parle Products Pvt. Ltd.

Kellogg Company

The Brooklyn Biscuit Company

Annie's, Inc

Geographies

North AmericaUS, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

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Low Fat (Upto 6%)

High Fat (6% To 10%)

Extra High Fat (Above 10%)

By Distribution Channel

Supermarkets and Hypermarkets

Convenience Stores

Specialty Retailers

Online

Others

By Packaging

Packets

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Others

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United Biscuits

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Mondelez International

Nestlé S.A.

Anmol Industries Ltd.

The Kraft Heinz Company

Britannia Industries Limited

ITC Limited

Parle Products Pvt. Ltd.

Kellogg Company
The Brooklyn Biscuit Company
Annie's, Inc
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