



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Australia

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price rises remain a feature of the category but sales remain strong and steady

Arnott's consolidates its leading position

Supermarkets playing a key role in driving both offline and online sales

PROSPECTS AND OPPORTUNITIES

Dynamic consumer attitudes to impact category performance in the forecast period

Functional benefits and product innovation key to growth

The use of quality ingredients likely to inform consumer choices

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Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-australia/report.