



**Euromonitor
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Sweet Biscuits, Snack Bars and Fruit Snacks in New Zealand

August 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

INDUSTRY PERFORMANCE

Resilience Amidst Price Sensitivity as Demand Continues to Grow

Griffin's Uses Pack Size and Price to Defend Affordability

Mother Earth Reframes Lunchbox Staples to Extend Usage Occasions

Chart 1 - Mother Earth Reframes Snack Bars as Everyday Staples

Chart 2 - Value Sales 2021-2031

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EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

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Savoury Snacks and Sweet Biscuits Outperform as Multi-Packs and Value Formats Drive Resilience

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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-new-zealand/report.