



Sweet Biscuits, Snack Bars and Fruit Snacks in the Philippines

July 2024

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2024 DEVELOPMENTS

The demand for sweet biscuits stabilises while snack bars and fruit snacks continue to recover

Product innovations and marketing excite the category

Protein/energy bars loses out while tourism boosts fruit snacks

PROSPECTS AND OPPORTUNITIES

Retail e-commerce to continue to gain traction in sweet biscuits, snack bars and fruit snacks

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