

Sweet Biscuits and Snack Bars - UK - April 2018

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“Both indulgent features and naturally healthy ingredients are of strong interest to eaters of sweet biscuits. Tailoring NPD to both these demands is needed to maximise the number of usage occasions for biscuits. Limiting the amount of sweet biscuits eaten is on the minds of most eaters, so products that offer portion control or that are a healthier substitute will appeal as permissible treats.”
–Richard Caines, Senior Food & Drink Analyst

This report looks at the following areas:

- Focusing on indulgence offers a way to add value to sales
- Catering for demand for better-for-you snacking important
- Format development can help unlock more occasions

Sales of sweet biscuits and cereal/snack bars grew in 2017. While most of this growth was down to higher average prices, volumes were also up slightly despite the war on sugar. Consumer attitudes towards sweet treats will nonetheless be an important influence on future growth, especially given that 69% of eaters of sweet biscuits already limit the amount of biscuits they eat.

In light of pressures on volumes, continuing NPD (New product development) that keeps consumers interested and encourages them to try added-value products will be crucial to value sales growth. 16-34-year-olds and parents are the most likely to try new products. They are also the biggest eaters of sweet biscuits and cereal/snack bars, so appealing to them will be particularly important.

New launch activity needs to focus on both indulgent and healthier options to maximise the number of usage occasions for sweet biscuits and cereal/snack bars. Inroads into out-of-home snacking have already been made for sweet biscuits and more portable, single-portion products will also be important in helping biscuits appeal to a younger audience who are on the go.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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