



Passport

Sweet Biscuits, Snack Bars and Fruit Snacks in India

Euromonitor International

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SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN INDIA

KEY DATA FINDINGS

- Retail value sales rise by 4% in current terms in 2022 to INR486 billion
- Snack bars is the best performing category in 2022, with retail value sales increasing by 14% in current terms to INR1.6 billion
- Britannia Industries Ltd is the leading player in 2022, with a retail value share of 27%
- Retail sales are set to increase at a current value CAGR of 9% (2022 constant value CAGR of 4%) over the forecast period to INR753 billion

2022 DEVELOPMENTS

Increase in operating costs leads to price rises

Rising inflation, and increases in raw materials prices, labour costs, packaging costs and freight costs, have led to overall increases in operating costs for manufacturers of sweet biscuits, snack bars and fruit snacks. Companies have not been able to absorb these rising costs and have passed them on to customers, resulting in price rises for products in 2022. Although companies have tried to limit the rises as much as possible, customers have noticed prices increasing. Alternatively, some manufacturers have reduced the weight of their products, while keeping the price constant. In 2022, this is expected to lead to continued retail current value growth for manufacturers, whilst volume growth is set to stagnate.

Price-sensitive customers trade down to cheaper alternatives

Following rises in the prices of products, price-sensitive consumers have traded down to cheaper options, smaller pack sizes or substitutes. Since products such as sweet biscuits, snack bars and fruit snacks have more price elasticity, volume consumption has stagnated along with price hikes. Indian consumers, mainly from tier-3 cities and rural areas, have lower incomes per household. Hence, following price rises, demand has declined. However, consumers in tier-1 cities are less price-sensitive because of relatively higher incomes. Amidst the changing dynamics of customer preferences and changes in buying behaviour, some manufacturers have struggled to maintain their shares. A few brands launched new mass products with regional flavours in an attempt to capture share – for instance Britannia introduced Marie Gold Jeera biscuits, whilst Bonn Group launched 65g packets of biscuits priced at INR10.

PROSPECTS AND OPPORTUNITIES

Innovations in flavours, packaging and ingredients to drive growth

In an effort to capture more share, manufacturers are constantly innovating with new products, and this is set to continue. With the increasing health-consciousness of customers and the mindful eating trend, manufacturers now have a defined target group which is willing to pay a premium for quality products. Companies are therefore constantly trying to improve their products in terms of calorific value, nutritional value, and taste, while also making their products

more sustainable by reducing the plastic in their packaging, reducing their carbon footprint, and using indigenous ingredients such as millet. These innovations have piqued the interest of urban consumers, and this is expected to continue in the forecast years. Due to hectic lifestyles and growth in per capita income amongst urban customers, the demand for healthy sweet biscuits, snack bars and fruit snacks is expected to increase, which will drive the growth of the category in both retail volume and current value terms.

Start-ups and regional players to contribute to growth

Witnessing the huge growth potential of the total addressable market in India in terms of potential customers and consumer segments, many start-ups and regional players have entered this category. These manufacturers provide value in terms of product differentiation, such as low calorie, no preservatives, no harmful chemicals, sugar-free, zero-waste production, etc. Many of these ventures have been successful and have gained share in sweet biscuits, snack bars and fruit snacks. This trend, in conjunction with easy financing options, such as government financing for small and medium enterprises, venture capital and private equity firms interested in consumer products, and loans from banks, are expected to encourage more players to enter this category in the forecast years, thus helping to expand overall sales for this category.

Growth of the organised market to benefit sweet biscuits, snack bars and fruit snacks

Considering the need for hygienic and quality controlled products in India, sweet biscuits, snack bars and fruit snacks, which was initially fragmented in India, is becoming increasingly organised. As a pre-emptive measure to avoid illness, consumers are increasingly ready to pay a premium for packaged products. This trend is expected to continue in the forecast years, thus contributing to growth.

CATEGORY DATA

Table 1 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume
2017-2022

'000 tonnes	2017	2018	2019	2020	2021	2022
Fruit Snacks	73.3	79.0	84.5	88.6	92.4	91.3
- Dried Fruit	36.4	39.8	43.1	46.4	47.6	47.1
- Processed Fruit Snacks	36.9	39.2	41.4	42.2	44.8	44.2
Snack Bars	0.7	0.9	1.0	1.1	1.2	1.4
- Cereal Bars	0.5	0.5	0.6	0.7	0.7	0.8
- Protein/Energy Bars	0.3	0.3	0.4	0.4	0.5	0.5
- Fruit and Nut Bars	-	-	-	-	-	-
Sweet Biscuits	2,129.5	2,200.1	2,214.8	2,364.4	2,413.2	2,435.7
- Chocolate Coated Biscuits	-	-	-	-	-	-
- Cookies	431.4	467.2	497.5	551.2	556.5	543.9
- Filled Biscuits	252.5	264.9	273.5	272.2	284.0	295.1
- Plain Biscuits	1,436.7	1,458.7	1,434.2	1,531.6	1,562.7	1,587.4
- Wafers	9.0	9.3	9.6	9.5	10.0	9.4
Sweet Biscuits, Snack Bars and Fruit Snacks	2,203.5	2,280.0	2,300.3	2,454.2	2,506.9	2,528.4

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

INR million	2017	2018	2019	2020	2021	2022
Fruit Snacks	41,411.3	48,985.1	57,041.1	63,715.4	69,660.8	73,476.3
- Dried Fruit	30,496.8	36,709.0	43,390.1	49,204.3	53,362.1	56,361.0
- Processed Fruit Snacks	10,914.5	12,276.1	13,651.1	14,511.1	16,298.7	17,115.3
Snack Bars	656.1	865.5	1,080.1	1,174.9	1,385.3	1,573.1
- Cereal Bars	356.4	456.5	570.9	669.5	802.7	899.0
- Protein/Energy Bars	299.7	409.0	509.2	505.4	582.6	674.1
- Fruit and Nut Bars	-	-	-	-	-	-
Sweet Biscuits	283,639.6	308,665.5	328,330.9	368,080.8	395,479.1	410,558.4
- Chocolate Coated Biscuits	-	-	-	-	-	-
- Cookies	83,916.1	96,083.9	107,806.2	125,635.4	133,990.1	139,858.9
- Filled Biscuits	61,003.2	66,676.5	71,877.3	78,921.3	85,961.1	90,714.7
- Plain Biscuits	135,126.3	142,012.1	144,113.6	158,675.3	170,051.0	174,372.8
- Wafers	3,594.0	3,893.0	4,533.8	4,848.9	5,476.9	5,611.9
Sweet Biscuits, Snack Bars and Fruit Snacks	325,707.0	358,516.1	386,452.1	432,971.1	466,525.1	485,607.8

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

% volume growth	2021/22	2017-22 CAGR	2017/22 Total
Fruit Snacks	-1.2	4.5	24.5
- Dried Fruit	-1.1	5.3	29.3
- Processed Fruit Snacks	-1.3	3.7	19.8
Snack Bars	12.1	13.8	90.7
- Cereal Bars	11.3	12.6	80.6
- Protein/Energy Bars	13.5	15.8	108.5
- Fruit and Nut Bars	-	-	-
Sweet Biscuits	0.9	2.7	14.4
- Chocolate Coated Biscuits	-	-	-
- Cookies	-2.3	4.7	26.1
- Filled Biscuits	3.9	3.2	16.9
- Plain Biscuits	1.6	2.0	10.5
- Wafers	-6.1	0.9	4.8
Sweet Biscuits, Snack Bars and Fruit Snacks	0.9	2.8	14.7

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

% current value growth	2021/22	2017-22 CAGR	2017/22 Total
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Fruit Snacks	5.5	12.2	77.4
- Dried Fruit	5.6	13.1	84.8
- Processed Fruit Snacks	5.0	9.4	56.8
Snack Bars	13.6	19.1	139.8
- Cereal Bars	12.0	20.3	152.3
- Protein/Energy Bars	15.7	17.6	124.9
- Fruit and Nut Bars	-	-	-
Sweet Biscuits	3.8	7.7	44.7
- Chocolate Coated Biscuits	-	-	-
- Cookies	4.4	10.8	66.7
- Filled Biscuits	5.5	8.3	48.7
- Plain Biscuits	2.5	5.2	29.0
- Wafers	2.5	9.3	56.1
Sweet Biscuits, Snack Bars and Fruit Snacks	4.1	8.3	49.1

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Britannia Industries Ltd	28.2	27.7	27.7	27.2	27.3
Parle Products Pvt Ltd	27.2	26.1	26.3	26.4	25.4
ITC Ltd	10.4	10.3	11.0	11.9	12.2
Anmol Biscuits (P) Ltd	3.0	3.0	2.9	3.0	3.1
Mondelez India Foods Pvt Ltd	1.6	1.7	1.8	1.9	2.2
Saj Industries Pvt Ltd	1.7	1.8	1.8	1.7	1.7
Unibic Foods India Pvt Ltd	1.1	1.3	1.4	1.4	1.4
Surya Food & Agro Pvt Ltd	2.3	2.1	1.7	1.4	1.3
Mrs Bector's Food Specialities Ltd	0.6	0.6	0.7	0.7	0.7
Ravi Foods Pvt Ltd	0.5	0.5	0.4	0.5	0.4
Enerlife India Pvt Ltd	0.3	0.5	0.4	0.4	0.4
Lion Dates Impex Pvt Ltd	0.3	0.4	0.3	0.3	0.3
FieldFresh Foods Pvt Ltd	0.3	0.3	0.3	0.3	0.3
Grove Ltd	0.2	0.2	0.2	0.2	0.2
Tierra Food India Pvt Ltd	0.1	0.1	0.1	0.2	0.1
Sproutlife Foods Pvt Ltd	0.1	0.1	0.1	0.1	0.1
A1 Chips & Exports India Pvt Ltd	0.1	0.2	0.1	0.1	0.1
Future Consumer Ltd	0.1	0.1	0.1	0.1	0.1
GlaxoSmithKline Consumer Healthcare Ltd	0.2	0.2	0.1	0.2	-
Cadbury India Ltd	-	-	-	-	-
Others	21.5	22.9	22.4	22.1	22.3
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Britannia	Britannia Industries Ltd	27.7	27.7	27.2	27.3
Parle	Parle Products Pvt Ltd	26.1	26.3	26.4	25.4
Sunfeast (ITC Group)	ITC Ltd	10.3	11.0	11.9	12.2
Anmol	Anmol Biscuits (P) Ltd	3.0	2.9	3.0	3.1
Oreo (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	1.4	1.4	1.5	1.7
Bisk Farm	Saj Industries Pvt Ltd	1.8	1.8	1.7	1.7
Unibic (Modern Baking Co)	Unibic Foods India Pvt Ltd	1.3	1.4	1.4	1.4
Priyagold	Surya Food & Agro Pvt Ltd	2.1	1.7	1.4	1.3
Cremica	Mrs Bector's Food Specialities Ltd	0.6	0.7	0.7	0.7
Bournvita (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	0.4	0.4	0.3	0.4
Duke Wafers	Ravi Foods Pvt Ltd	0.5	0.4	0.5	0.4
Nabati (Nabati Group)	Enerlife India Pvt Ltd	0.5	0.4	0.4	0.4
Lion	Lion Dates Impex Pvt Ltd	0.4	0.3	0.3	0.3
Del Monte (Del Monte Pacific Ltd)	FieldFresh Foods Pvt Ltd	0.3	0.3	0.3	0.3
Groves	Grove Ltd	0.2	0.2	0.2	0.2
Banano	Tierra Food India Pvt Ltd	0.1	0.1	0.2	0.1
Yoga Bar	Sproutlife Foods Pvt Ltd	0.1	0.1	0.1	0.1
A1 Chips	A1 Chips & Exports India Pvt Ltd	0.2	0.1	0.1	0.1
Tasty Treat (Private Label)	Future Consumer Ltd	0.1	0.1	0.1	0.1
Horlicks (Unilever Group)	GlaxoSmithKline Consumer Healthcare Ltd	-	0.1	0.2	-
Horlicks (GlaxoSmithKline Plc)	GlaxoSmithKline Consumer Healthcare Ltd	0.2	-	-	-
Bytes (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Oreo (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Others	Others	22.9	22.4	22.2	22.4
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Britannia Industries Ltd	32.8	32.6	32.5	32.0	32.3
Parle Products Pvt Ltd	31.6	30.7	30.9	31.1	30.0
ITC Ltd	12.1	12.1	13.0	14.0	14.5
Anmol Biscuits (P) Ltd	3.5	3.5	3.5	3.5	3.7
Mondelez India Foods Pvt Ltd	1.9	2.0	2.1	2.2	2.7
Saj Industries Pvt Ltd	2.0	2.2	2.1	2.0	2.0
Unibic Foods India Pvt Ltd	1.3	1.5	1.6	1.7	1.7
Surya Food & Agro Pvt Ltd	2.7	2.5	2.0	1.7	1.6
Mrs Bector's Food	0.7	0.7	0.8	0.8	0.8

Specialities Ltd					
Ravi Foods Pvt Ltd	0.6	0.6	0.5	0.5	0.5
Enerlife India Pvt Ltd	0.4	0.5	0.5	0.5	0.5
Future Consumer Ltd	0.1	0.1	0.1	0.1	0.1
GlaxoSmithKline	0.2	0.2	0.2	0.2	-
Consumer Healthcare Ltd					
Cadbury India Ltd	-	-	-	-	-
Future Value Retail Ltd	-	-	-	-	-
Others	10.1	10.6	10.1	9.6	9.6
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Britannia	Britannia Industries Ltd	32.6	32.5	32.0	32.3
Parle	Parle Products Pvt Ltd	30.7	30.9	31.1	30.0
Sunfeast (ITC Group)	ITC Ltd	12.1	13.0	14.0	14.5
Anmol	Anmol Biscuits (P) Ltd	3.5	3.5	3.5	3.7
Oreo (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	1.6	1.7	1.7	2.0
Bisk Farm	Saj Industries Pvt Ltd	2.2	2.1	2.0	2.0
Unibic (Modern Baking Co)	Unibic Foods India Pvt Ltd	1.5	1.6	1.7	1.7
Priyagold	Surya Food & Agro Pvt Ltd	2.5	2.0	1.7	1.6
Cremica	Mrs Bector's Food Specialities Ltd	0.7	0.8	0.8	0.8
Bournvita (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	0.4	0.4	0.4	0.5
Duke Wafers	Ravi Foods Pvt Ltd	0.6	0.5	0.5	0.5
Nabati (Nabati Group)	Enerlife India Pvt Ltd	0.5	0.5	0.5	0.5
Tasty Treat (Private Label)	Future Consumer Ltd	0.1	0.1	0.1	0.1
Cadbury Chocobakes (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	-	0.0	0.1	0.1
Horlicks (Unilever Group)	GlaxoSmithKline Consumer Healthcare Ltd	-	0.2	0.2	-
Horlicks (GlaxoSmithKline Plc)	GlaxoSmithKline Consumer Healthcare Ltd	0.2	-	-	-
Bytes (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Oreo (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Tasty Treat (Private Label)	Future Value Retail Ltd	-	-	-	-
Others	Others	10.6	10.1	9.6	9.6
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 NBO Company Shares of Snack Bars: % Value 2018-2022

% retail value rsp

Company	2018	2019	2020	2021	2022
Sproutlife Foods Pvt Ltd	24.6	32.2	42.7	43.9	45.6
Naturell India Pvt Ltd	36.1	30.0	28.4	25.1	23.8
General Mills India Pvt Ltd	6.8	5.7	6.0	6.3	6.2
365 Build Technologies Pvt Ltd	2.2	1.2	1.0	1.0	1.0
Others	30.2	30.9	21.8	23.7	23.4
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 LBN Brand Shares of Snack Bars: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Yoga Bar	Sproutlife Foods Pvt Ltd	32.2	42.7	43.9	45.6
RiteBite Max Protein (USP Zdrowie Sp zoo)	Naturell India Pvt Ltd	14.8	14.1	12.5	12.3
RiteBite Breakfast Bars	Naturell India Pvt Ltd	14.4	13.7	12.2	11.2
Nature Valley (General Mills Inc)	General Mills India Pvt Ltd	5.7	6.0	6.3	6.2
HYP Protien bar	365 Build Technologies Pvt Ltd	1.2	1.0	1.0	1.0
RiteBite	Naturell India Pvt Ltd	0.8	0.5	0.4	0.3
RiteBite Max Protein (Naturell AB)	Naturell India Pvt Ltd	-	-	-	-
Others	Others	30.9	21.8	23.7	23.4
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 NBO Company Shares of Fruit Snacks: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Lion Dates Impex Pvt Ltd	2.5	2.4	2.3	2.3	2.3
FieldFresh Foods Pvt Ltd	1.9	2.0	2.0	2.0	2.1
Grove Ltd	1.1	1.1	1.1	1.0	1.0
Tierra Food India Pvt Ltd	1.0	1.0	1.0	1.0	1.0
A1 Chips & Exports India Pvt Ltd	1.0	1.0	1.0	0.9	0.8
Karthika Chips Pvt Ltd	0.3	0.3	0.3	0.3	0.3
Kumari Chips Pvt Ltd	0.2	0.2	0.2	0.2	0.2
Others	92.0	92.0	92.2	92.3	92.2
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 LBN Brand Shares of Fruit Snacks: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Lion	Lion Dates Impex Pvt Ltd	2.4	2.3	2.3	2.3
Del Monte (Del Monte Pacific Ltd)	FieldFresh Foods Pvt Ltd	2.0	2.0	2.0	2.1
Groves	Grove Ltd	1.1	1.1	1.0	1.0
Banano	Tierra Food India Pvt Ltd	1.0	1.0	1.0	1.0
A1 Chips	A1 Chips & Exports India Pvt Ltd	1.0	1.0	0.9	0.8
Karthika Chips	Karthika Chips Pvt Ltd	0.3	0.3	0.3	0.3
Kumari Chips	Kumari Chips Pvt Ltd	0.2	0.2	0.2	0.2
Others	Others	92.0	92.2	92.3	92.2
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value
2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	99.0	98.8	98.4	97.8	97.7	97.3
-- Grocery Retailers	98.9	98.7	98.4	97.8	96.7	96.4
--- Convenience Retail	0.5	0.6	0.6	0.6	0.8	0.8
---- Convenience Stores	0.5	0.5	0.6	0.6	0.6	0.6
---- Forecourt Retailers	0.1	0.1	0.1	0.1	0.2	0.2
--- Supermarkets	4.0	4.3	4.6	4.2	4.1	4.3
--- Hypermarkets	4.7	4.8	5.1	4.7	4.6	4.6
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	3.1	3.1	3.0	2.5	2.5	2.5
--- Small Local Grocers	86.7	86.0	85.1	85.7	84.7	84.2
-- Non-Grocery Retailers	0.1	0.0	0.0	0.0	1.0	1.0
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	0.0	0.0	0.0	0.0	0.0	0.0
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery Retailers	0.1	0.0	0.0	0.0	1.0	0.9
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	1.0	1.2	1.6	2.2	2.3	2.7
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Distribution of Sweet Biscuits by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	98.9	98.6	98.3	97.5	97.4	97.0
-- Grocery Retailers	98.8	98.6	98.2	97.5	96.2	95.8
--- Convenience Retail	0.1	0.1	0.1	0.1	0.1	0.1
---- Convenience Stores	0.1	0.1	0.1	0.1	0.1	0.1
---- Forecourt Retailers	0.1	0.1	0.1	0.1	0.0	0.0
--- Supermarkets	3.6	3.9	4.2	3.6	3.5	3.7
--- Hypermarkets	4.1	4.1	4.2	3.8	3.6	3.6
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	3.5	3.5	3.4	2.9	2.9	2.9
--- Small Local Grocers	87.6	87.0	86.3	87.0	86.1	85.6
-- Non-Grocery Retailers	0.1	0.0	0.0	0.0	1.2	1.1
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	-	-	-	-	-	-
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery Retailers	0.1	0.0	0.0	0.0	1.2	1.1
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	1.1	1.4	1.7	2.5	2.6	3.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Distribution of Snack Bars by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	81.7	77.7	72.0	71.9	72.0	71.6
-- Grocery Retailers	80.3	76.5	71.0	71.1	71.2	70.8
--- Convenience Retail	5.2	4.3	3.7	3.9	3.9	3.9
---- Convenience Stores	4.4	3.5	3.0	3.1	3.1	3.1
---- Forecourt Retailers	0.8	0.7	0.7	0.8	0.8	0.8
--- Supermarkets	24.3	24.5	23.2	23.6	23.8	23.6
--- Hypermarkets	26.1	26.7	25.5	24.7	25.2	25.6

--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	0.3	0.3	0.2	0.2	0.2	0.2
--- Small Local Grocers	24.4	20.8	18.3	18.6	18.1	17.4
-- Non-Grocery Retailers	1.4	1.2	1.0	0.9	0.8	0.8
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	1.4	1.2	1.0	0.9	0.8	0.8
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery Retailers	-	-	-	-	-	-
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	18.3	22.3	28.0	28.1	28.0	28.4
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 Distribution of Fruit Snacks by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	99.9	99.9	99.9	99.8	99.8	99.7
-- Grocery Retailers	99.9	99.9	99.9	99.8	99.8	99.7
--- Convenience Retail	3.3	3.4	3.5	3.6	4.3	4.5
---- Convenience Stores	3.2	3.3	3.5	3.5	3.6	3.7
---- Forecourt Retailers	0.1	0.1	0.1	0.1	0.7	0.7
--- Supermarkets	6.2	6.4	6.6	6.9	7.1	7.2
--- Hypermarkets	8.6	9.0	9.5	9.6	9.9	10.1
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	0.3	0.3	0.2	0.2	0.2	0.2
--- Small Local Grocers	81.6	80.9	79.9	79.5	78.2	77.8
-- Non-Grocery Retailers	-	-	-	-	-	-
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	-	-	-	-	-	-
--- Leisure and Personal Goods	-	-	-	-	-	-

Specialists						
--- Other Non-Grocery	-	-	-	-	-	-
Retailers						
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	0.1	0.1	0.1	0.2	0.2	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 17 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:
Volume 2022-2027**

'000 tonnes						
	2022	2023	2024	2025	2026	2027
Fruit Snacks	91.3	96.4	101.3	106.3	111.3	116.4
- Dried Fruit	47.1	48.6	50.0	51.4	52.5	53.6
- Processed Fruit Snacks	44.2	47.8	51.3	55.0	58.8	62.8
Snack Bars	1.4	1.5	1.7	2.0	2.2	2.5
- Cereal Bars	0.8	0.9	1.0	1.1	1.3	1.4
- Protein/Energy Bars	0.5	0.6	0.7	0.8	0.9	1.1
- Fruit and Nut Bars	-	-	-	-	-	-
Sweet Biscuits	2,435.7	2,515.9	2,590.7	2,658.3	2,713.6	2,771.0
- Chocolate Coated	-	-	-	-	-	-
Biscuits						
- Cookies	543.9	595.8	649.5	702.9	748.3	795.6
- Filled Biscuits	295.1	304.6	313.7	322.4	330.6	339.1
- Plain Biscuits	1,587.4	1,605.9	1,617.7	1,623.0	1,624.6	1,626.1
- Wafers	9.4	9.6	9.8	10.0	10.1	10.1
Sweet Biscuits, Snack Bars and Fruit Snacks	2,528.4	2,613.8	2,693.8	2,766.6	2,827.1	2,889.9

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 18 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:
Value 2022-2027**

INR million						
	2022	2023	2024	2025	2026	2027
Fruit Snacks	73,476.3	76,099.9	79,071.6	82,226.6	85,348.3	88,445.4
- Dried Fruit	56,361.0	57,815.7	59,512.7	61,280.2	62,938.3	64,506.7
- Processed Fruit Snacks	17,115.3	18,284.3	19,558.9	20,946.4	22,410.0	23,938.7
Snack Bars	1,573.1	1,813.4	2,079.1	2,376.4	2,704.9	3,070.0
- Cereal Bars	899.0	1,032.2	1,183.2	1,349.3	1,538.1	1,750.1
- Protein/Energy Bars	674.1	781.2	895.8	1,027.0	1,166.8	1,319.9
- Fruit and Nut Bars	-	-	-	-	-	-
Sweet Biscuits	410,558.4	429,359.4	448,157.6	467,185.5	480,872.7	494,925.6
- Chocolate Coated	-	-	-	-	-	-
Biscuits						
- Cookies	139,858.9	153,213.9	167,052.7	180,821.7	192,555.6	204,750.1
- Filled Biscuits	90,714.7	94,099.4	96,798.6	99,516.0	102,027.6	104,491.9
- Plain Biscuits	174,372.8	176,187.9	178,219.1	180,561.8	179,896.1	179,192.2
- Wafers	5,611.9	5,858.1	6,087.1	6,285.9	6,393.4	6,491.5
Sweet Biscuits, Snack Bars and Fruit Snacks	485,607.8	507,272.7	529,308.2	551,788.5	568,925.9	586,441.0

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 19 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

% volume growth	2022/23	2022-27 CAGR	2022/27 Total
Fruit Snacks	5.6	5.0	27.5
- Dried Fruit	3.3	2.6	13.9
- Processed Fruit Snacks	8.0	7.2	41.9
Snack Bars	12.5	12.8	82.7
- Cereal Bars	11.5	11.8	74.7
- Protein/Energy Bars	14.0	14.3	94.9
- Fruit and Nut Bars	-	-	-
Sweet Biscuits	3.3	2.6	13.8
- Chocolate Coated Biscuits	-	-	-
- Cookies	9.5	7.9	46.3
- Filled Biscuits	3.2	2.8	14.9
- Plain Biscuits	1.2	0.5	2.4
- Wafers	2.4	1.5	7.9
Sweet Biscuits, Snack Bars and Fruit Snacks	3.4	2.7	14.3

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 20 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

% constant value growth	2022/2023	2022-27 CAGR	2022/27 Total
Fruit Snacks	3.6	3.8	20.4
- Dried Fruit	2.6	2.7	14.5
- Processed Fruit Snacks	6.8	6.9	39.9
Snack Bars	15.3	14.3	95.2
- Cereal Bars	14.8	14.3	94.7
- Protein/Energy Bars	15.9	14.4	95.8
- Fruit and Nut Bars	-	-	-
Sweet Biscuits	4.6	3.8	20.5
- Chocolate Coated Biscuits	-	-	-
- Cookies	9.5	7.9	46.4
- Filled Biscuits	3.7	2.9	15.2
- Plain Biscuits	1.0	0.5	2.8
- Wafers	4.4	3.0	15.7
Sweet Biscuits, Snack Bars and Fruit Snacks	4.5	3.8	20.8

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources