



Total solutions & services

for the **ASIAN FOOD SUPPLY CHAIN**



Industry.



Retail.



Foodservice.



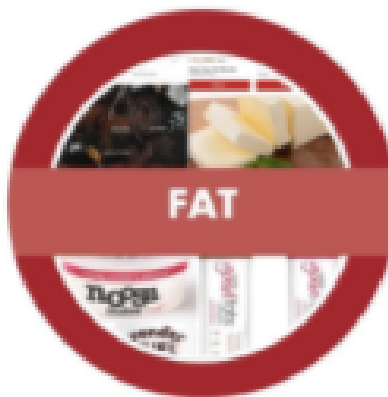
eCommerce.



Services.

Global Biscuits Market

Biscuit Trend 2018



Overview



- Biscuits are an intrinsic **snack** that is consumed globally by individuals where different age groups are speculated to like varieties of biscuits based on their age and health reasons.
- **Children** are observed to enjoy **cream- filled biscuits**, and this enhances the requirement for the consumer goods firms to have product variations for their target segment.
- **New flavors, shapes, taste, and attractive packaging** are causing consumers of all age groups to buy biscuits.
- As consumers are increasingly concerned about **ingredients** and **health benefits**, manufacturers are maintaining transparency in labelling.
- The emphasis on **low sugar** and **low calorie** content is driving manufacturers in the biscuits market to develop nutritious biscuits with **low sugar content**.

Source: Transparency Market Research, 2017.

Trends and Opportunities

- The global biscuits market is driven by rising urbanization, increasing disposable income, demand for convenience foods, and busy lifestyles.
- Companies are increasingly experimenting with **new flavors, new ingredients**, and trying out **new combinations**, to fuel the interest of consumers.
- **Healthy biscuits** are in high demand due to the prevalence of health related consciousness amongst most individuals globally.
- The nutritional value of the biscuit is given more importance these days where the consumers are focusing on **high fibre biscuits** and **less balance the calorie** intake overall.
- The high fibre biscuits are popularly known as **digestive biscuits** have become a rage at present and this trend is expected to last for the coming years as consumers are becoming health conscious, where the inclination towards **high fiber food** products will drive manufacturers to include fibrous and other nutritious ingredients in their products.

Source: Transparency Market Research, 2017.

Trends and Opportunities

- As consumers are showing interest in premium products, manufacturers are introducing **organic products, eliminating artificial flavors and preservatives, high fructose corn syrups (HFCS)** and other such unhealthy ingredients.
- Manufacturers are also introducing variety and convenience in terms of **servings** and **sizes**.

Flavors



- Flavors can be mainly classified as synthetic and natural flavors.
- The flavors industry has achieved remarkable growth in the beverages and processed food segment in the past few years which brought positive changes to the **vegetable and fruit ingredients** market growth.
- Natural flavors are manufactured from edible substances such as vegetables, fruits, and leaves, and synthetic flavors are manufactured from inedible substances such as petroleum and are processed in labs to create flavors through different chemicals.
- The **natural identical flavoring** is less expensive and great opportunity for manufactures of flavors.
- Flavors segmentation of the market by type includes caramel, carotenoids, anthocyanins, natural extracts, aroma chemicals, and essential oils and other types.

Source: Transparency Market Research, 2017.

Market Examples

New Products in 2017



**belVita Breakfast
Biscuits Banana & Oats**



**Nature Valley Cocoa
Almond Butter Biscuits**



Oreo Choc' O Brownie



**Nairn's Gluten Free
Chunky Biscuit Breaks**
(Oats, Dark Chocolate &
Coconut/ Oats, Blueberry &
Raspberry)



Passatempo Cookie
(Strawberry/Chocolate
/Original)



Cadbury Crunchy Melts
Biscuits (Soft Cookie Centre/
Double Indulgence/ Chocolate
Center)

Sugar Reduction



Nutrition & Sante Sugar Reduced Sweet Biscuits with Oligofructose



Diabodelite Multi-Grain Sugar Free Cookies Contains Oligofructose



Ulker Sugar Free Biscuits with Inulin



belVita Sandwich Biscuits, Dark Chocolate Contains Oligofructose



Agel Langgeng Reduced Sugar Biscuits with Isomalt



Cuetara Sugar Free Biscuits with Oligofructose and Rice Starch

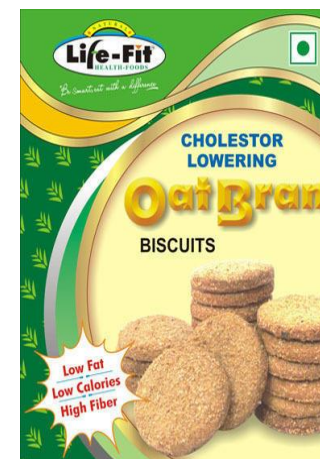
Fat Reduction



Life-Fit Health Foods' Multi Grain Biscuits
Low fat and calories, High in protein & iron



Cheez-It® Reduced Fat Original Baked Snack Crackers



Life-Fit Health Foods' Oat Bran Biscuits
Low fat & calories, High fibre



Reduced Fat OREO
30% less fat than original Oreo, 4.5g of fat compared with 7g in original Oreo



Life-Fit Health Foods' Protein rich soya biscuits
Low fat & calories, High in protien & iron



Arnott's Jatz Light 97% Fat Free

Fiber-enriched



belVita Breakfast Biscuits (Multi-cereals/ Chocolate & Cereals/ Honey & Nuts)



Lurkó Whole-grain Biscuit with multivitamin and inulin



Gullon Diet-Fibra Biscuits with Inulin



The Complete Cookie
(Contains Inulin, Oligofructose, Rice Protein)



Kellogg's All Bran Breakfast Biscuit (Original/ Chocolate)



Sweet Plus Digestive biscuits with wheat fibre and inulin

Plant-based



Kashi Organic Promise Cereal, Berry Fruitful Whole Wheat Biscuits
With real fruit filling



Nairn's Gluten Free Oats & Berries Breakfast Biscuit Breaks



Goji Berry Protein Cookie Dough Crunch
Contains whey protein isolate, inulin, goji berries



Palmer's Energy Pan Biscuit - Chia Seed
Chia Seeds Naturally Contain Omega-3



Baby biscuit Alpine Recipe with Inulin



Nature's Path Organic Sunrise Breakfast Blueberry & Chia Biscuits/ Dark Chocolate & Coconut Biscuits



Protein



belVita's Protein Soft Baked Biscuits, Oats, Chocolate & Honey
10g of high quality protein per serving



MyProtein's Protein Biscuits
Protein-infused chocolate cookie sandwich



Weetabix's Protein Biscuits
Made with wheat protein. High in fibre, Iron & vitamins



Buff Bake's Protein Cookies
Gluten Free, Non-GMO
16g Protein per Cookie



Modifast Protein Biscuits
Cereals & Chocolate Chips



Enervit Protein Biscuits 40-30-30 Breakfast Oat Biscuits

Inflammation



Walkers Biscuits, Stem Ginger

Combines the best of traditional scottish baking with the spicy exotic tang of stem ginger, Ready to eat



Diablo's No Added Sugar Chocolate Chip & Goji Berries Cookies



Bakers' Ginger Nuts Biscuits



Herbal Delights Cookies Chocolate Chips With Goji



Voortman's Flaxseed Omega 3 - Cranberry Cookies

Zero grams trans fats.
650mg Ala Omega-3 fatty acids per
20g serving



Pure Growth Organic Mickey Mouse Apple Cinnamon Breakfast Biscuit Bites

References



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