

MARKET NEWSLETTER

Biscuits

OCT 2023



YOUR MARKETS IN FIGURES

Find out about the health of your markets in figures and estimated projections.

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LAUNCHES IN MORE DETAIL

Find the detail of the launches of biscuits in Europe.

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THE FLAVORS OF THE MARKET

What are the top flavors per type of product in Europe in SI?

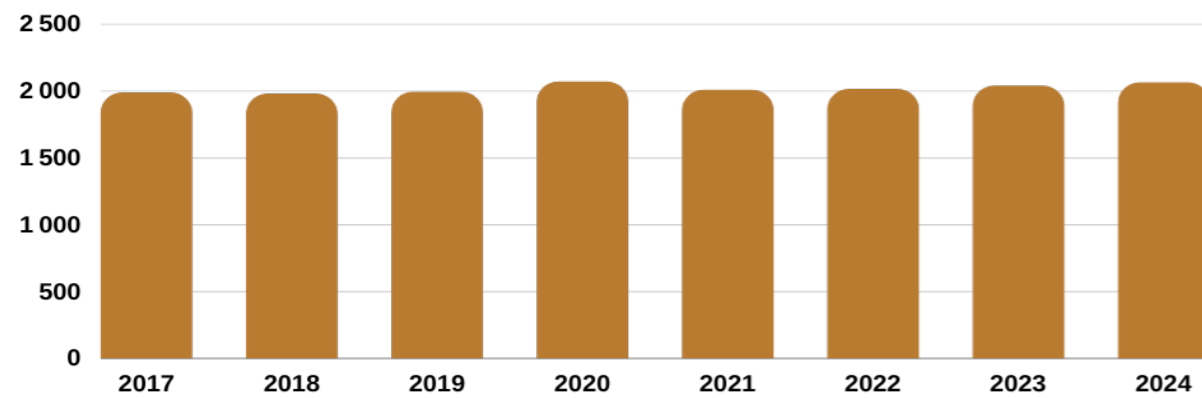
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YOUR MARKETS IN FIGURES

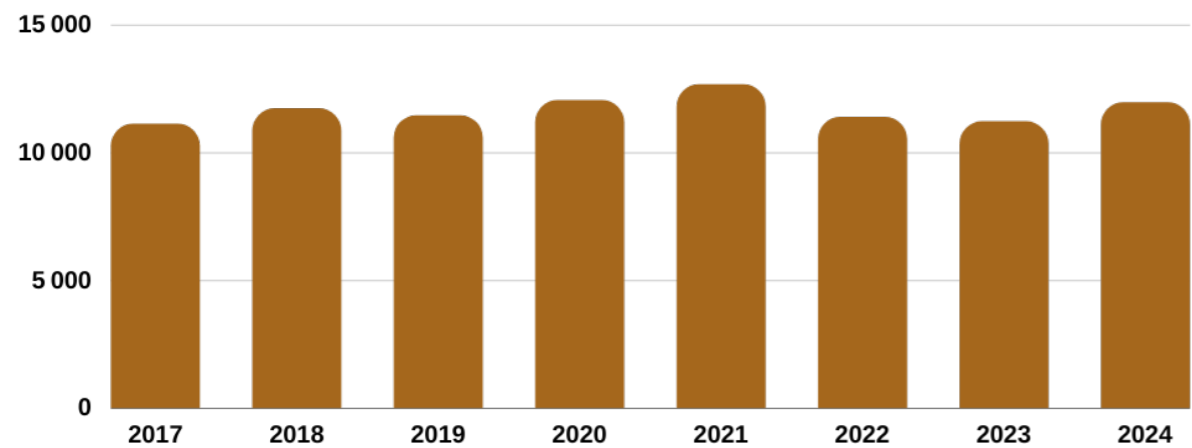
Retail markets by volume (in millions of tons)

	2017	2018	2019	2020	2021	2022	2023	2024
France	386	376	371	367	362	359	362	363
Germany	346	339	343	375	361	361	367	375
Europe*	1 987	1 978	1 991	2 069	2 007	2 014	2 038	2 062
World**	11 105	11 525	11 976	12 653	12 905	13 247	13 690	14 119



Retail markets by volume (in millions of \$US)

	2017	2018	2019	2020	2021	2022	2023	2024
France	2 992	3 085	2 987	2 986	3 157	2 796	2 782	2 899
Germany	2 141	2 240	2 235	2 482	2 648	2 427	2 440	2 668
Europe*	11 123	11 721	11 443	12 046	12 663	11 392	11 210	11 958
World**	55 092	57 088	58 495	61 146	65 306	65 961	67 338	72 702



*Europe is statistically analyzed over 5 countries of reference (France, Germany, UK, Italy, Spain)

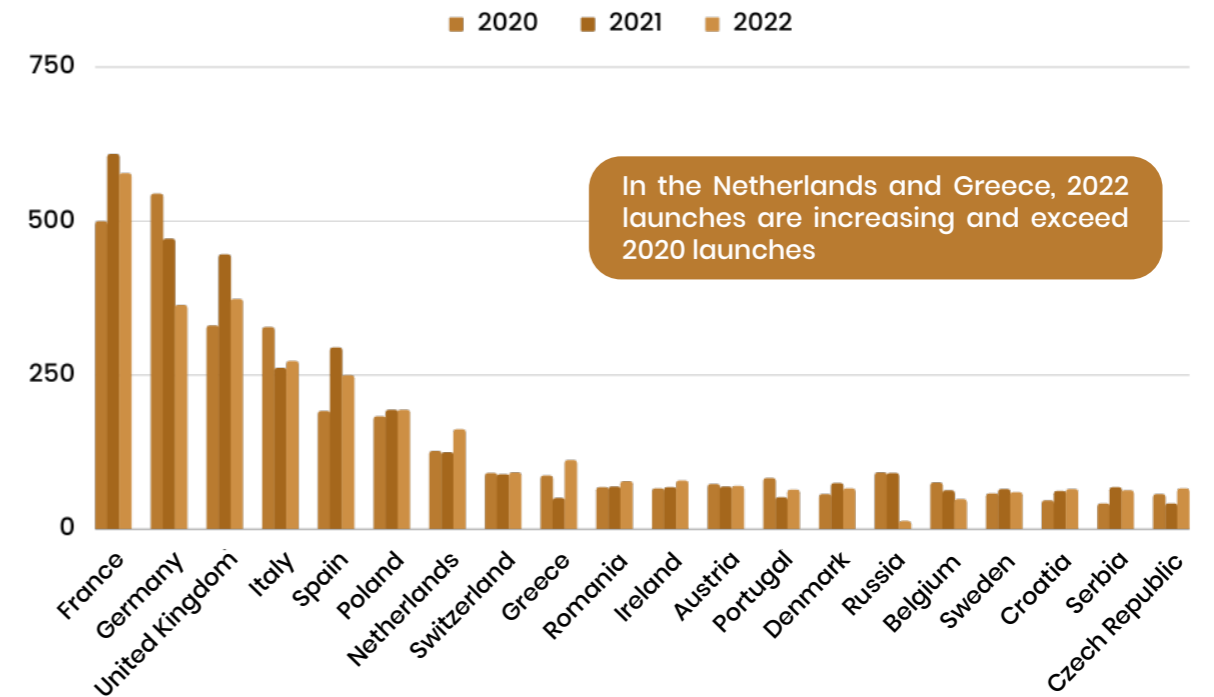
** the World is statistically analyzed for 16 countries of reference in 5 continents (list of countries on request from request to marketing@metarom.fr)

Source : Mintel Market Size 2023. Depending on the country and the year, some data are forecasts

LAUNCHES IN MORE DETAIL

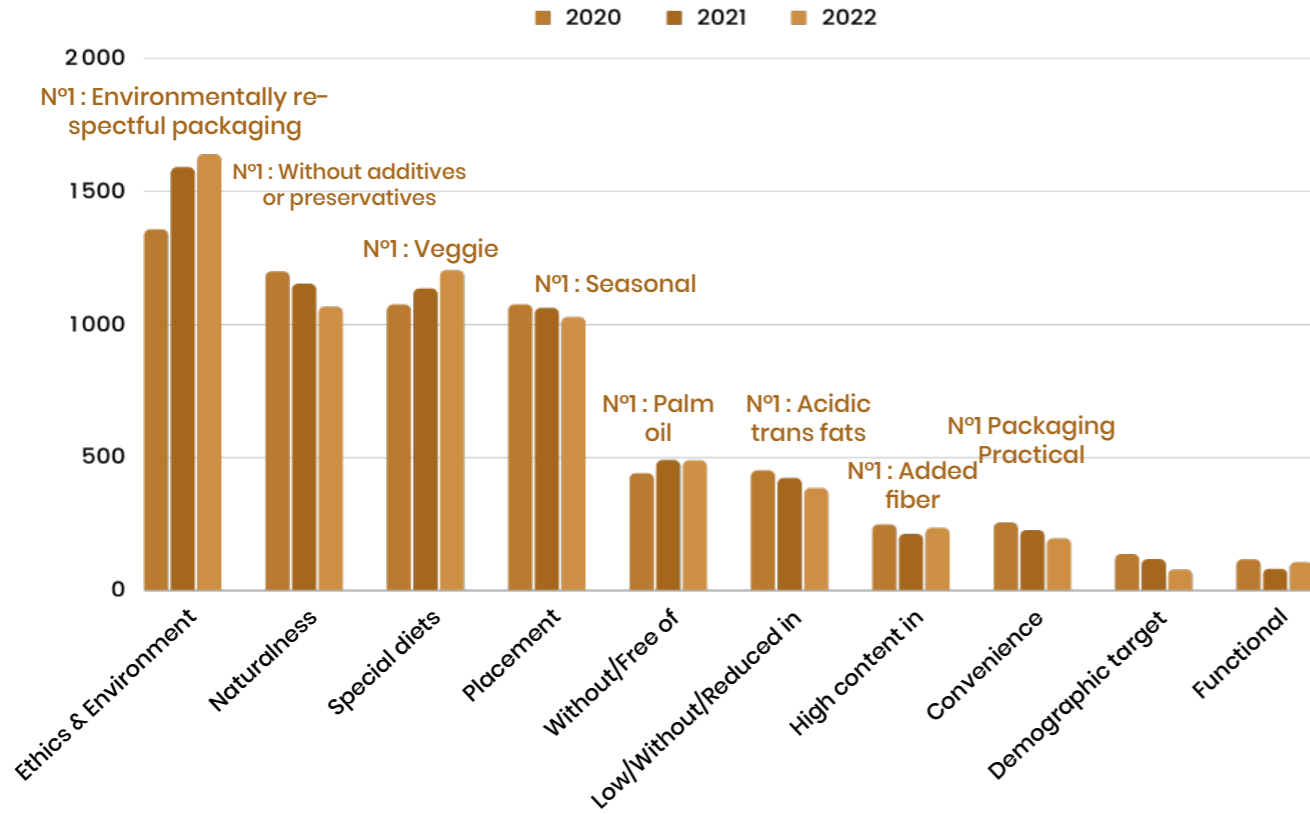
The launches of biscuits in Europe between 2020 and 2022

Dynamics per country (10 587 products launched)



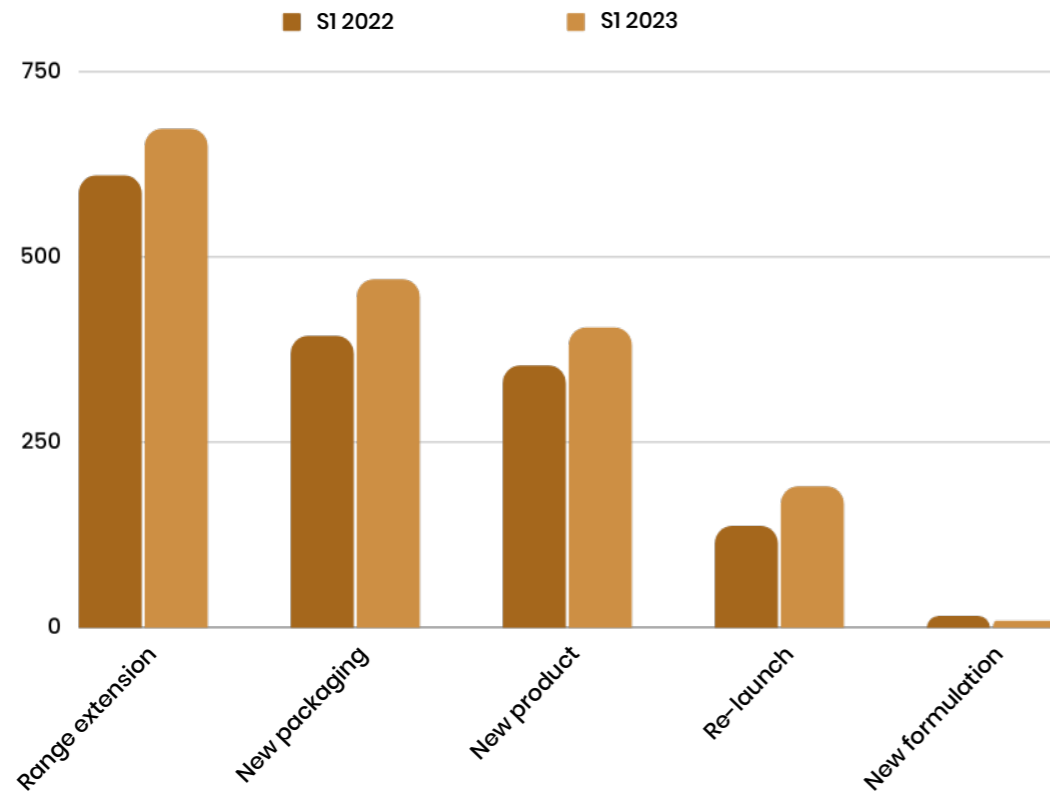
The evolution of marketing claims in cookie launches in Europe

Dynamics by claim category (10587 products launched)



Types of cookie launches in S1 2022 vs 2023

(Europe - 3191 products launched)



THE FLAVORS OF THE MARKET

Top 5 of flavors of biscuits launched in Europe

(between January 2022 and June 2023)

BISCUITS

1. Chocolate
2. Hazelnut
3. Butter
4. Almond
5. Vanilla

TOP CHOCOLATE

1. Chocolate (non specified)
2. Milk chocolate
3. Cocoa
4. Dark chocolate
5. White chocolate

TOP FRUITS

1. Lemon
2. Coconut
3. Raspberry
4. Orange
5. Strawberry

TOP NUTS

1. Hazelnut
2. Almond
3. Pistachio

Examples



Company: Mondelez
Brand: Oreo Remix
August 2023 – Estonia

Vanilla and caramel-flavored cream-filled cocoa biscuits



Company: Mondelez
Brand: Milka Choco Sensations
August 2023 – Belgium

Chocolate chip cookies with milk chocolate filling



Company: Lidl
Brand: Nostja
August 2023 – Germany

Apricot-filled tea biscuits



Company: Greenomic Delikatessen
Brand: Greenomic Delikatessen
August 2023 – Germany

Italian pistachio flavored biscuits

The importance of health in the cookie world is growing for consumers. This is why brands are reformulating existing recipes with healthier products such as cereals, fruit, etc. These companies are also choosing to bring out products with indulgent ingredients, combining them with elements offering health benefits.

An overview of “healthier” 2023 launches



Company : Midsona Iberia
Brand: Vegetalia
August 2023 – Spain

Gluten-free milk chocolate-covered rice cakes suitable for vegetarians



Company : Pobeda
Brand: Pobeda
August 2023 – Bulgaria

Peanut-flavored cream-filled biscuits, with no added colorants or additives



Company : Alnavit
Brand: Alnavit Frei Von
August 2023 – Germany

Gluten-free, allergen-free and vegan oatmeal biscuits



Company : Minderleinsmühle
Brand : Rosengarten
August 2023 – Switzerland

Organic dark chocolate rolled wafers made from high-quality raw materials



Company : ABCD Nutrition
Brand: Naten
August 2023 – France

Mini cookies with oatmeal, chocolate and hazelnut, gluten-free and palm-oil free



Company : Mondelez
Brand: Belvita Soft bakes Breakfast
August 2023 – Poland

Soft strawberry-filled biscuits. Source of fiber, calcium, magnesium and iron. A product which suits vegetarians



Healthy and delicious biscuits!

A guilty pleasure that can be good for you!

Biscuits are a staple in our food cupboards. But in recent years, a new trend has emerged. Demand is growing for organic, low-sugar, low-fat, low-calorie, gluten-free and vegan products.

Consumers are concerned about their health and want to consume healthy products, but with a touch of indulgence. Food companies are therefore looking for alternatives to offer consumers products that are as attractive as ever. Thanks to nuts, fruit and vegetables, cookie brands can convey a healthier image.

The cookie market is influenced by trends from elsewhere. Consumers are looking for new flavors and textures. New creations are emerging in the cookie industry. While retaining their indulgent, comforting appeal, brands are offering hybrid products. These products are designed to seduce consumers in search of novelty and comfort in these uncertain times.



Company : TH Foods, USA
Brand: Crunchmaster
Sept 2022 – Panama

Crunchy, gluten-free, low-calorie brownie crackers



Company : Loacker, Italy
Brand: Loacker Quadratini
Dec 2022 – United Arab Emirates

Crunchy wafers filled with tiramisu-flavored cream

The references

Find the flavors of the top launches or other innovative flavors

Flavors	References
Brownie (NF)	PE 16 708
Red fruits (NF)	PE 17 449
Concentrated milk (NF)	PE 17 056
Speculoos (NF)	PE 16 742
Vanilla-caramel (NF)	PE 16 437
Hazelnut (NXF)	PE 17 645

Consult us to discover more “trendy” flavors



A close-up photograph of a stack of several round, golden-brown cookies with a cracked, textured surface. The cookies are piled on a dark, reflective surface, possibly a metal tray. The background is dark and out of focus.

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