

## **Cadbury and Biscoff Unite: Strategic Partnership Paves the Way for Market Expansion in India**

Mondelēz International, the parent company of Cadbury, and Lotus Bakeries have recently announced a strategic partnership aimed at expanding the Lotus Bakeries' Biscoff brand in India. This collaboration will also focus on developing co-branded chocolate innovations to appeal to the consumer bases of both brands. Initially, the partnership will target the cookie and chocolate categories, with plans to explore other segments and markets in the future.

Starting in the second half of 2025, Mondelēz will take on the manufacturing, marketing, distribution, and sales of the Lotus Biscoff cookie brand in India. A company spokesperson from Mondelēz commented, "This deal significantly expands our presence in the fast-growing sweet biscuit category in India. It will form an important part of the company's new product development strategy."

Lotus Bakeries, recognizing India as a "high-profile market," aims to increase its visibility and sales in the country. Jan Boone, CEO of Lotus Bakeries, emphasized the importance of utilizing Mondelēz's extensive distribution network and market expertise. "We look forward to building on their commercial expertise and market-specific knowledge in India, and we believe now is the right time to expand our distribution in this growing market," Boone said. "More specifically, the addition of Biscoff to our portfolio addresses a key white space of premium tea time/coffee biscuits in India."

Dirk Van de Put, Chair and CEO of Mondelēz International, echoed these sentiments. "This partnership will help accelerate our strategic focus on the cookies category by introducing a premium brand that is widely loved in numerous markets to a much wider audience," he stated. Mondelēz, known for its global presence and leading household brands like Cadbury Dairy Milk, Milka, Toblerone, and Oreo, reported net revenues of approximately \$36 billion in 2023.

Lotus Bakeries, nearly 100 years old and known for its indulgent snacking brands including Lotus, nākd, and Biscoff, has seen a rise in popularity for its Biscoff products in various formats such as spreads and shakes. Kate Williams, Founder of KW Marketing, highlighted the opportunity for Mondelēz to leverage the much-loved Biscoff brand. "Biscoff has become a 'go-to' for food and drink content creators and social media content for its distinctive taste and flavour," Williams said.

For Biscoff, the collaboration solidifies their position as a contender in the confectionery and sweet sector. "They can leverage other household brands whilst showing they can be more than just a biscuit flavour," Williams added.

Vhari Russell, Founder of the Food Marketing Experts, emphasized the mutual benefits of such collaborations. "We are seeing more and more collaborations like

this as food companies benefit from these partnerships,” she said. “They enable them to benefit from each other’s brand following, sales channels, social media power, and reputation. Consumers can be very brand loyal, so it can be an ideal way of driving sales and trial for new customers.”

The partnership between Mondelēz International and Lotus Bakeries represents a strategic move to capture the growing Indian market, leveraging each other’s strengths and expanding their presence in the premium biscuit and confectionery sectors. This collaboration underscores the increasing trend of strategic alliances in the food industry, aiming to maximize market potential and consumer reach.

Reference: <https://agronfoodprocessing.com/cadbury-and-biscoff-unite-strategic-partnership-paves-the-way-for-market-expansion-in-india/>