

## **Savoury Snacks in Ireland**

Market Direction | 2022-07-13 | 23 pages | Euromonitor

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### **Report description:**

Savoury snacks owners use a variety of channels to promote their brand, including campaigns on TV, radio outdoor and online, to maintain brand awareness and consumer interest. Leading brands such as Tayto also use experiential strategies to engage with consumers and stimulate trial. In 2022, Tayto Pop-Up Shops appeared in central Dublin, selling crispy snacks, whilst the brand ran an on-pack Ibiza holiday competition.

Euromonitor International's Savoury Snacks in Ireland report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

#### Why buy this report?

- \* Get a detailed picture of the Savoury Snacks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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