

Sweet Biscuits, Snack Bars and Fruit Snacks in Ireland

Market Direction | 2022-07-13 | 30 pages | Euromonitor

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Report description:

Producers continued to focus on developing products with widespread appeal among the Irish in 2022, such as plain biscuits and wafers which helped to drive current value growth in sweet biscuits. Indeed, sweet biscuits was the best performing category in 2022, continuing on from solid performance in 2020 and 2021 when consumers began purchasing more of these products as they sought to make their days more enjoyable during the COVID-19 lockdowns.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

Sweet Biscuits, Snack Bars and Fruit Snacks in Ireland

Euromonitor International

July 2022

List Of Contents And Tables

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN IRELAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Manufacturers continue to focus on sweet biscuits

Functionality and convenience regain importance in the post-pandemic era driving growth in snack bars category

Consumer's return to foodservice outlets drives surge in volume growth

PROSPECTS AND OPPORTUNITIES

Fruit and nut bars will be driving force over the forecast period

Protein/energy bars to register a strong performance over the forecast period

Long tail of competitors puts greater emphasis on product innovation

CATEGORY DATA

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

SNACKS IN IRELAND

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

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Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 21 Sales of Snacks by Category: Volume 2017-2022

Table 22 Sales of Snacks by Category: Value 2017-2022

Table 23 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 24 Sales of Snacks by Category: % Value Growth 2017-2022

Table 25 NBO Company Shares of Snacks: % Value 2018-2022

Table 26 LBN Brand Shares of Snacks: % Value 2019-2022

Table 27 Penetration of Private Label by Category: % Value 2017-2022

Table 28 Distribution of Snacks by Format: % Value 2017-2022

Table 29 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 30 ~~Forecast~~ Sales of Snacks by Category: Value 2022-2027

Table 31 ~~Forecast~~ Sales of Snacks by Category: % Volume Growth 2022-2027

Table 32 ~~Forecast~~ Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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