

## **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 helping 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.

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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**

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