

## **Savoury Snacks in Ireland**

Market Direction | 2023-07-24 | 22 pages | Euromonitor

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### **Report description:**

In 2023, the savoury snack category in Ireland was characterized by a strong emphasis on taste and quality. Consumers prioritise these factors above all else when choosing their savoury snacks, leading to an increase in the variety of flavours available. Sweet options, such as popcorn and jerky, saw a surge in popularity, with spicy flavours like jalapeno, habanero and chilli being particularly sought after. Brands focus on enhancing the taste of their products to uphold the reputation for quali...

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 2018-2022, 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 2027, 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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reliable information resources to help drive informed strategic planning.

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