

## **Snacks in Ireland**

Market Direction | 2023-07-24 | 74 pages | Euromonitor

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### **Report description:**

Snacks in Ireland has come under pressure from rising prices in 2023. Many consumers perceive the higher prices as a deterrent and are switching to cheaper snacking options or reducing their snacking to some extent. Additionally, the increased prices has led to a reduction in impulse snack purchases, which often accounts for a significant proportion of snack sales. Nevertheless, snacking is a common pleasure in Ireland, which is rising at a faster rate than traditional meals, due to a winning co...

Euromonitor International's 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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