



Euromonitor
International

HW Snacks in Ireland

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

New marketing, sponsorship and advertising restrictions, low sugar legislation, the government's Roadmap for Food Product Reformulation and the introduction of sugar taxes stimulate demand for health and wellness snacks

Consumers become more selective in their choice of snacks and are increasingly knowledgeable about the effect of food production on climate change, stimulating sales of plant-based options

Many consumers concerned with sugar, fat and salt content, with such concerns bolstering demand for smaller pack sizes

PROSPECTS AND OPPORTUNITIES

A wider range of product categories to appear with a high protein positioning

In addition to a healthy perception, vegan snacks benefits from growing environmental and animal welfare concerns

Consumers to take a more proactive approach to their health over the forecast period

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Ireland - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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