

Crisps, Nuts and Corn Snacks – Ireland – January 2014

Report Price: £1495 | \$1995 | €1800

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This report looks at the following areas:

- What types of crisps/snacks are Irish consumers choosing to snack on?
- Do Irish consumers value provenance when choosing crisps?
- What opportunities are there for crisp and snack brands to engage in flavour innovation for the Irish market?
- Are consumers being driven by health or indulgence when choosing savoury snacks?

Despite heavy innovation in the corn and savoury snack market (eg pretzels, tortilla chips and popcorn), standard potato crisps remain most popular amongst Irish consumers with nine in 10 NI and eight in 10 ROI consumers eating crisps in the last three months (Toluna, 2014).

Total value sales in the all-Ireland crisps, nuts and corn snacks market reached an estimated €509.1 million in 2013. Looking ahead, potato crisps are identified as the standout sector in terms of prospects for market growth with an increase forecast. In order to minimise the predicted decline in the corn/other snack market, brands should look to innovate, with health and value at the forefront of the development process.



“With links between diet and health becoming increasingly prominent, Irish crisp and snack brands should look to engage in NPD to produce a range of ‘better for you’ snacks, particularly using non-potato sources such as grains and production methods such as baked and high temperature and pressure (popped chips).”

– Sophie Dorbie, Research Analyst

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