

## Cereal Bars and Breakfast Biscuits - Ireland - October 2014

Report Price: £1095.00 | \$1773.30 | €1390.99

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“With the majority of Irish consumers associating cereal bars and breakfast biscuits with being high in sugar, brands should reformulate products to build on consumers’ appetite for a healthier alternative to traditional snacking options.”  
– Sophie Dorbie, Research Analyst

### This report looks at the following areas:

- What are the key occasions for consumption of cereal bars and breakfast biscuits?
- How can brands improve the health credentials of bars and biscuits?
- What NPD opportunities exist for the category?

The cereal bar and breakfast biscuit market has experienced steady growth in Ireland between 2009 and 2014. Despite cereal bars dominating the market in terms of value sales, the breakfast biscuit category has driven this growth through its penetration of the market following strong NPD.

The continuing demand for on-the-go options fuelled by consumers’ busy lifestyles will keep the market buoyant in the years to come.

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