

Consumer Snacking Habits - Ireland - January 2016

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“While health considerations are important for Irish consumers when snacking, they are also choosing to indulge in products such as chocolate and cakes. Developing healthy snacks that focus on taste can tap into the treat factor that consumers are looking for and enable them to consume fewer calories without reducing indulgence.”

– James Wilson, Research Analyst

This report looks at the following areas:

- How often do Irish consumers snack throughout the day?
- How have Irish consumers' snacking habits changed?
- What types of food are Irish consumers snacking on?
- What are the key health issues associated with the snack foods market?

Snacking is an ingrained habit in Ireland. Indeed, Irish consumers are most likely to snack twice during a typical day and despite the increasing portability of snacks and development of on-the-go formats, snacking is most likely to take place at home.

Health considerations play a significant role in the Irish snacking market. Although Irish consumers have reduced the amount of sweet snacks they eat because of the negative headlines around sugar, snack food operators remain under pressure from the NI and RoI governments to further reduce the sugar content of their products. Single portion packs, free-from snacks and snacks with added vitamins and minerals such as protein are health-related NPD opportunities that can enable snack food producers to tap into the healthy eating and lifestyle trends.

However, indulgent snacks are still popular among Irish consumers. This indicates that there continues to be demand for treat snacks despite a focus on healthy eating habits. Going forward, the challenge for snack food producers is to combine health and taste to enable people to consume fewer calories without reducing the indulgence factor.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

- What you need to know
- Issues covered in this report

Executive Summary

The market

Figure 1: Estimated total retail sales of snack foods, by segment, NI and RoI, 2016

Forecast

Figure 2: Indexed estimated total retail sales of snack foods, NI and RoI, 2011-21

Market factors

- Irish consumers snacking twice a day
- Ireland set to become the 'fat man' of Europe
- Irish children still exposed to significant level of junk food ads on TV despite ban
- Reduced sugar and protein key areas for innovation within snack foods category
- Companies, brands and innovation

The consumer

Irish consumers looking for healthy and indulgent snacks

Figure 3: Types of snack food that consumers might use as a snack in a typical week, NI and RoI, November 2015

Healthy snacks at tills a key issue for Irish consumers

Figure 4: Agreement with statements relating to snack foods, NI and RoI, November 2015

What we think

Issues and Insights

How often do Irish consumers snack throughout the day?

The facts

The implications

How have Irish consumers' snacking habits changed?

The facts

The implications

What types of food are Irish consumers snacking on?

The facts

The implications

What are the key health issues associated with the snack foods market?

The facts

The implications

The Market – What You Need to Know

Value of snack sales set to fall in 2016

Consumers snack twice a day in Ireland

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Obesity levels set to grow

Junk food ads still reaching children in RoI despite ban

Market Performance Indicators

Deflation driving contraction in snack food sales in 2016

Figure 5: Estimated total retail sales of snack foods, IoI, NI and RoI, 2011-21

Snack food sales to recover after 2016

Figure 6: Indexed estimated total retail sales of snack foods, NI and RoI, 2011-21

Market Segmentation

Fruit and vegetables account for the largest share of the market

Figure 7: Estimated total retail sales of snack foods, by segment, NI and RoI, 2016

Price deflation impacting the value of the fruit and vegetable market

Figure 8: Estimated total fruit and vegetable retail sales (including fresh and processed), IoI, NI and RoI, 2011-16

Indulgent chocolate snacks still hold appeal to consumers

Figure 9: Estimated total chocolate confectionery sales, IoI, NI and RoI, 2011-16

Crisp snacks popular among Irish consumers

Figure 10: Estimated total value of the crisps, nuts* and corn snacks** market, IoI, NI and RoI, 2011-16

Cheese accounts for a low level of snack food sales in NI and RoI

Figure 11: Estimated retail sales of cheese, IoI, NI and RoI, 2011-16

Yogurt offers potential as a healthy snacking product

Figure 12: Estimated value of the total yogurt market (including soy yogurt), IoI, NI and RoI, 2011-16

Cereal bars and breakfast biscuits seen as ideal snack

Figure 13: Estimated value of the total cereal bars and breakfast biscuits market, NI and RoI, August 2014

Market Drivers

Irish consumers snacking twice a day

Figure 14: How often consumers snack between meals in a typical day, NI and RoI, November 2015

Obesity will continue to be a major issue in Ireland

Figure 15: Percentage of RoI population estimated to be obese or overweight, 2010 and 2030

Figure 16: Percentage of the UK (including NI) population estimated to be obese or overweight, 2010 and 2030

Sugar tax excluded from RoI Budget 2016

Children still exposed to junk food ads on TV

Reduced sugar and high protein key claims for new snack products

Figure 17: New snack products launched claiming low/no/reduced sugar and high protein, UK and Ireland, 2011-15

Companies and Brands – What You Need to Know

Snack market experiences surge in NPD

Snack bars experience strong growth

Allergen claims remain high

Popcorn – Not just for the cinema

Who Innovating?

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New snack food launches increases in 2015

Figure 18: Total new snack products launched, UK and Ireland, 2010-15

Snack bars account for most product launches in 2015

Figure 19: Number of new product launches in the snacking category, UK and Ireland, 2010-15

'Clean eating' trend driving growth in no additive NPD

Figure 20: Top five claims on new snack launches, UK and Ireland, 2010-15

Popcorn products see surge in NPD

Figure 21: Total new popcorn product launches in the UK and Ireland, 2010-15

Competitive Strategies – Key Players

Graze

Key facts

Brand NPD

Product portfolio

Recent developments

Kellogg's

Key facts

Brand NPD

Product portfolio

Recent developments

Largo Foods

Key facts

Brand NPD

Product portfolio

Recent developments

Mars Ireland

Key facts

Brand NPD

Product portfolio

Recent developments

Mondelēz International

Key facts

Product portfolio

Recent developments

Nestlé Ireland

Key facts

Brand NPD

Product portfolio

Recent developments

Ornua

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Key facts

Product portfolio

Brand NPD

Recent developments

PepsiCo

Key facts

Brand NPD

Product portfolio

Recent developments

Tayto NI

Key facts

Product portfolio

Recent developments

Valeo Foods

Key facts

Brand NPD

Product portfolio

Recent developments

The Consumer – What You Need to Know

Healthy snacks popular among Irish consumers

Late Gen Xers most likely to snack on crisps

Consumers still looking for indulgence despite health focus

Out-of-home snacking low in Ireland

Sweet-free checkouts well received by Irish consumers

The Consumer – Types of Snack Foods Eaten

Fresh fruit and vegetables the most popular snack foods in Ireland

Figure 22: Types of snack food that consumers might use as a snack in a typical week, NI and RoI, November 2015

Women most likely to snack on fresh fruit and vegetables

Figure 23: Consumers that have eaten fresh fruit and vegetables as a snack in a typical week, NI and RoI, November 2015

Figure 24: Location in which consumers are most likely to snack on fresh fruit or vegetables, NI and RoI, November 2015

Crisp snacks appeal to late Gen Xers

Figure 25: Consumers that have eaten crisps/crisp style snacks (eg Walkers, Pringles, Mini Cheddars, pretzels) as a snack in a typical week, NI and RoI, November 2015

Figure 26: Location in which consumers are most likely to snack on crisps/crisp style snacks (eg Walkers, Pringles, Mini Cheddars, pretzels), NI and RoI, November 2015

Snacking on chocolate influenced by children

Figure 27: Consumers that have eaten chocolate (eg bar, block etc) as a snack in a typical week, NI and RoI, November 2015

Figure 28: Location in which consumers are most likely to snack on chocolate (eg bar, block etc), NI and RoI, November 2015

The Consumer – Attitudes towards Snack Foods

Confectionery-free tills appeals to Irish consumers

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Figure 29: Agreement with statements relating to snack foods, NI and RoI, November 2015

Healthy snacks at tills well received by parents and guardians

Figure 30: Agreement with the statement 'I prefer to see healthy snacks at tills/cashpoint in shops as opposed to confectionery', by gender and presence of children in the household, NI and RoI, November 2015

Irish parents interested in snacks with added vitamins and minerals

Figure 31: Agreement with the statement 'I prefer to buy snacks that have added vitamins or minerals (eg vitamins, protein, fibre)', by presence of children in the household, NI and RoI, November 2015

Increased snacking prevalent among young Irish consumers

Figure 32: Agreement with statements relating to snack foods, by age, NI, November 2015

Figure 33: Agreement with statements relating to snack foods, by age, RoI, November 2015

Sugar headlines most likely to impact snacking among NI Millennials and over-25s in RoI

Figure 34: Agreement with the statement 'The negative headlines around sugar have made me reduce the amount of sweet snacks I eat', by age and social class, NI and RoI, November 2015

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Market size rationale

Abbreviations

Appendix – The Consumer

NI Toluna Data

Figure 35: Types of food that consumers might use as a snack in a typical week, by demographics, NI, November 2015

Figure 36: Types of food that consumers might use as a snack in a typical week, by demographics, NI, November 2015 (continued)

Figure 37: Types of food that consumers might use as a snack in a typical week, by demographics, NI, November 2015 (continued)

Figure 38: Types of food that consumers might use as a snack in a typical week, by demographics, NI, November 2015 (continued)

Figure 39: Location in which consumers are most likely to snack on fresh fruit or vegetables, by demographics, NI, November 2015

Figure 40: Location in which consumers are most likely to snack on chocolate (eg bar, block, etc), by demographics, NI, November 2015

Figure 41: Location in which consumers are most likely to snack on sweets (eg Haribo, Skittles etc), by demographics, NI, November 2015

Figure 42: Location in which consumers are most likely to snack on crisps/crisp-style snacks (eg Walkers, Pringles, Mini Cheddars, pretzels), by demographics, NI, November 2015

Figure 43: Location in which consumers are most likely to snack on flavoured/salted/roasted nuts (eg salted peanuts), by demographics, NI, November 2015

Figure 44: Location in which consumers are most likely to snack on popcorn (sweet/savoury), by demographics, NI, November 2015

Figure 45: Location in which consumers are most likely to snack on meat snacks (eg beef jerky, Mattessons Fridge Raiders, Peperami), by demographics, NI, November 2015

Figure 46: Location in which consumers are most likely to snack on savoury biscuits (crackers, rice cakes, etc), by demographics, NI, November 2015

Figure 47: Location in which consumers are most likely to snack on yogurt, by demographics, NI, November 2015

Figure 48: Location in which consumers are most likely to snack on cheese (cheese snack packs, individual portions), by demographics, NI, November 2015

Figure 49: Location in which consumers are most likely to snack on raw nuts/seeds, by demographics, NI, November 2015

Figure 50: Location in which consumers are most likely to snack on dried fruit, by demographics, NI, November 2015

Figure 51: Location in which consumers are most likely to snack on cereal bars/breakfast biscuits (eg Nutri-Grain, Special K Bars), by demographics, NI, November 2015

Figure 52: Location in which consumers are most likely to snack on energy/sports bars (eg Trek Bars, Maximuscle Bars), by demographics, NI, November 2015

Figure 53: Location in which consumers are most likely to snack on cakes/sweet bakery goods (eg doughnuts, hot cross bun, crumpet), by demographics, NI, November 2015

Figure 54: Location in which consumers are most likely to snack on pie/pasty/sausage rolls, by demographics, NI, November 2015

Figure 55: Location in which consumers are most likely to snack on sweet biscuits (excluding breakfast biscuits) (eg McVitie's, Fox's), by demographics, NI, November 2015

Figure 56: Location in which consumers are most likely to snack on other types of food, by demographics, NI, November 2015

Figure 57: How often consumers snack between meals in a typical day, by demographics, NI, November 2015

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Figure 58: Agreement with the statement 'I prefer to see healthy snacks at tills/cashpoint in shops as opposed to confectionery', by demographics, NI, November 2015

Figure 59: Agreement with the statement 'I am snacking more compared to 12 months ago', by demographics, NI, November 2015

Figure 60: Agreement with the statement 'Single portion snacks help me to control how much I eat', by demographics, NI, November 2015

Figure 61: Agreement with the statement 'I prefer to buy snacks that have added vitamins or minerals (eg vitamins, protein, fibre)', by demographics, NI, November 2015

Figure 62: Agreement with the statement 'I try to watch what types of snacks that my children eat', by demographics, NI, November 2015

Figure 63: Agreement with the statement 'The negative headlines around sugar have made me reduce the amount of sweet snacks I eat', by demographics, NI, November 2015

Figure 64: Agreement with the statement 'It is unhealthy to eat snacks between meals', by demographics, NI, November 2015

Figure 65: Agreement with the statement 'Multipacks of snack foods encourage me to snack more often', by demographics, NI, November 2015

Figure 66: Agreement with the statement 'I subscribe to a healthy snack box service (eg Graze)', by demographics, NI, November 2015

Figure 67: Agreement with the statement 'I would like to see more free-from snacks on store shelves (eg gluten free)', by demographics, NI, November 2015

RoI Toluna Data

Figure 68: Types of food that consumers might use as a snack in a typical week, by demographics, RoI, November 2015

Figure 69: Types of food that consumers might use as a snack in a typical week, by demographics, RoI, November 2015 (continued)

Figure 70: Types of food that consumers might use as a snack in a typical week, by demographics, RoI, November 2015 (continued)

Figure 71: Types of food that consumers might use as a snack in a typical week, by demographics, RoI, November 2015 (continued)

Figure 72: Location in which consumers are most likely to snack on fresh fruit or vegetables, by demographics, RoI, November 2015

Figure 73: Location in which consumers are most likely to snack on chocolate (eg bar, block, etc), by demographics, RoI, November 2015

Figure 74: Location in which consumers are most likely to snack on sweets (eg Haribo, Skittles etc), by demographics, RoI, November 2015

Figure 75: Location in which consumers are most likely to snack on crisps/crisp-style snacks (eg Walkers, Pringles, Mini Cheddars, pretzels), by demographics, RoI, November 2015

Figure 76: Location in which consumers are most likely to snack on flavoured/salted/roasted nuts (eg salted peanuts), by demographics, RoI, November 2015

Figure 77: Location in which consumers are most likely to snack on popcorn (sweet/savoury), by demographics, RoI, November 2015

Figure 78: Location in which consumers are most likely to snack on meat snacks (eg beef jerky, Mattessons Fridge Raiders, Peperami), by demographics, RoI, November 2015

Figure 79: Location in which consumers are most likely to snack on savoury biscuits (crackers, rice cakes, etc), by demographics, RoI, November 2015

Figure 80: Location in which consumers are most likely to snack on yogurt, by demographics, RoI, November 2015

Figure 81: Location in which consumers are most likely to snack on cheese (cheese snack packs, individual portions), by demographics, RoI, November 2015

Figure 82: Location in which consumers are most likely to snack on raw nuts/seeds, by demographics, RoI, November 2015

Figure 83: Location in which consumers are most likely to snack on dried fruit, by demographics, RoI, November 2015

Figure 84: Location in which consumers are most likely to snack on cereal bars/breakfast biscuits (eg Nutri-Grain, Special K Bars), by demographics, RoI, November 2015

Figure 85: Location in which consumers are most likely to snack on energy/sports bars (eg Trek Bars, Maximuscle Bars), by demographics, RoI, November 2015

Figure 86: Location in which consumers are most likely to snack on cakes/sweet bakery goods (eg doughnuts, hot cross bun, crumpet), by demographics, RoI, November 2015

Figure 87: Location in which consumers are most likely to snack on pie/pasty/sausage rolls, by demographics, RoI, November 2015

Figure 88: Location in which consumers are most likely to snack on sweet biscuits (excluding breakfast biscuits) (eg McVitie's, Fox's), by demographics, RoI, November 2015

Figure 89: Location in which consumers are most likely to snack on other types of food, by demographics, RoI, November 2015

Figure 90: How often consumers snack between meals in a typical day, by demographics, RoI, November 2015

Figure 91: Agreement with the statement 'I prefer to see healthy snacks at tills/cashpoint in shops as opposed to confectionery', by demographics, RoI, November 2015

Figure 92: Agreement with the statement 'I am snacking more compared to 12 months ago', by demographics, RoI, November 2015

Figure 93: Agreement with the statement 'Single portion snacks help me to control how much I eat', by demographics, RoI, November 2015

Figure 94: Agreement with the statement 'I prefer to buy snacks that have added vitamins or minerals (eg vitamins, protein, fibre)', by demographics, RoI, November 2015

Figure 95: Agreement with the statement 'I try to watch what types of snacks that my children eat', by demographics, RoI, November 2015

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Figure 96: Agreement with the statement 'The negative headlines around sugar have made me reduce the amount of sweet snacks I eat', by demographics, RoI, November 2015

Figure 97: Agreement with the statement 'It is unhealthy to eat snacks between meals', by demographics, RoI, November 2015

Figure 98: Agreement with the statement 'Multipacks of snack foods encourage me to snack more often', by demographics, RoI, November 2015

Figure 99: Agreement with the statement 'I subscribe to a healthy snack box service (eg Graze)', by demographics, RoI, November 2015

Figure 100: Agreement with the statement 'I would like to see more free-from snacks on store shelves (eg gluten free)', by demographics, RoI, November 2015

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