

## Consumer Snacking Habits - Ireland - July 2018

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“While consumers are increasingly looking for snacks to be healthier, three quarters of consumers noted that they worry that snacks that claim to be healthy may be high in sugar, fat or salt. This points to a stronger need for snack companies to be transparent regarding the nutritional contents of their snacks, and cleaner labelling.”  
- **Brian O’Connor, Senior Consumer Analyst**

This report looks at the following areas:

Snacking is an ingrained habit in Ireland, with nine in 10 consumers noting that they snack at least once per day – despite increased concerns with obesity. Consumers are however showing stronger interest in healthier ways of snacking, including vegan/vegetarian snack options, free-from foods and looking for snacks with reduced sugar content.

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Fresh fruit, chocolate and crisps most popular snacks

Most snacking is done in-home

Many concerned at sugar/salt/fat content in 'healthy' snacks

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