

Consumer Snacking Habits - Ireland - July 2019

Report Price: £1095.00 | \$1478.58 | €1232.31

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“Snacking continues to be, for many, a daily activity. While healthy snack items are finding a place in consumers’ shopping baskets, treat items such as chocolate and crisps remain important to Irish consumers therefore delivering on quality and indulgence will be imperative for sweet snacks’ continued success.”

– **Emma McGeown, Research Analyst**

This report looks at the following areas:

- **Consumers snack twice a day**
- **UK food prices on the rise while RoI prices tumble**
- **Snacks move into meals on the go**
- **Healthier snacks demanded as obesity rates rise**
- **Lifestyle trends cause brands to innovate in healthy snacking**

The expansive range of snack foods coupled with changing eating patterns and mealtime occasions means there are more opportunities in snacking than ever before. Consumers are showing stronger interest in healthier snacking, including vegan/vegetarian snack options, free-from foods and looking for snacks with reduced sugar content.

Developing snacks with a healthy halo will attract health-conscious consumers, however, indulgence is still a major driving force when it comes to snack selection therefore being able to deliver on quality and premium flavours will prove imperative.

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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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