

Consumer Snacking Habits - Ireland - July 2019

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“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.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Consumer Snacking Habits - Ireland - July 2019

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know
Issues covered in this Report

Executive Summary

Market factors
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
Companies and innovations
The consumer
Chocolate and crisps popular but fruit is the go-to snack
Figure 1: Types of sweet snack food that consumers have eaten in the last two weeks, NI and RoI, June 2019
Home remains the top location for snacking
Figure 2: Where consumers have eaten snacks in the last two weeks, NI and RoI, June 2018
Parents monitor what children are eating
Figure 3: Agreement with statements related to snack foods and snacking habits, NI and RoI, June 2019

The Market – What You Need to Know

Consumer snacking habits look promising
RoI food prices drop while UK prices soar
Traditional meals under threat from 'sanctification'
Rising obesity rates shed light on unhealthy snacks
Lifestyle trends cause brands to innovate in healthy snacking

Market Drivers

Most snack 2-3 times a day
Figure 4: Frequency consumers snack between meals on average day, NI and RoI, June 2019
Figure 5: Consumers who snack twice in a regular day, by gender, NI and RoI, June 2019
Food prices on the rise in the UK but falling in RoI
Figure 6: Consumer Price Index for food, RoI, May 2017-Apr 2019
Figure 7: Consumer Price Index, by sub-category, RoI, September 2017-April 2019
Figure 8: Consumer Price Index for food and drink, UK (including NI), May 2017-April 2019
Figure 9: Consumer Price Index, by sub-category, UK including NI, September 2017-April 2019
Snacks 'eating' into other meal occasions
Figure 10: Consumer agreement with statements related to breakfast, NI and RoI, August 2018
Figure 11: The amount of time consumers spent eating lunch on an everyday occasion in the last three months, NI and RoI, January 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Consumer Snacking Habits - Ireland - July 2019

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Obesity rates rising could spell trouble for snacking category

Figure 12: Overweight and obesity levels in adults aged 16+, NI, 2010/11-2017/18

Figure 13: Overweight and obesity levels in adults aged 15+, RoI, 2015/16 and 2016/17

Children's obesity rates cause parents to seek out healthier alternatives

Sugar crackdown prompts snacks to innovate

Figure 14: How consumers manage their sugar intake, NI and RoI, June 2017

A focus on protein remains in snacking but fibre is emerging

Who's Innovating? – What You Need to Know

Environmental claims remain widespread in snacking

Snacks look to alcohol to appeal to adults

Adding vegetables to sweet biscuits gives a healthier image

Can healthy crisps be considered indulgent too?

Who's Innovating?

Snacking continues to be an innovative and dynamic occasion

Figure 15: Total new products launched in snacks categories, UK and Ireland, January 14-May 2019

Figure 16: Total new products launched in the snacks categories, by percentage growth of claims, UK and Ireland, 2014-18

Innovation in snack and energy bars almost doubles

Figure 17: New product development of snack, energy and cereal bars launched in the UK and Ireland, by select claims, 2014-18

Are collagen claims next for snack bars?

Pastries and sweet goods see 40% growth in NPD

Figure 18: New product development of cakes, pastries and sweet goods launched in the UK and Ireland, by select claims, 2014-19

Chocolate positions indulgence

Sugar reduction in chocolate becomes mainstream

NPD in sweet biscuits soars but opportunities exist in savoury biscuits

Figure 19: New product development of sweet biscuits/cookies and savoury biscuits/crackers launched in the UK and Ireland, 2014-19

Alcohol-pairing biscuits targets adults

Five a day crisps: the future?

The Consumer – What You Need to Know

Chocolate favoured in sweet snacking but crisps top salty snacks

Home preferred for snacking but on-the-go consumption increasing

Healthy snacks preferred at retailer checkout

Types of Snacks Eaten

Sweet biscuits remain a favourite

Figure 20: Types of sweet snack food that consumers have eaten in the last two weeks, NI and RoI, June 2019

Chocolate is the most popular sweet snack

Figure 21: Consumers who have eaten chocolate in the last two weeks as a snack, by gender and generation, NI and RoI, June 2019

Figure 22: Chocolate and confectionery preferences, by branded vs own-label, NI and RoI, June 2018

Crisps are the top savoury snack

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Consumer Snacking Habits - Ireland - July 2019

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 23: Types of savoury snack food that consumers have eaten in the last two weeks, NI and RoI, June 2019

Crisps can tap into foodservice trends

Figure 24: Consumers who have eaten crisps in the last two weeks as a snack, NI and RoI, June 2019

Yogurt remains popular for snacking

Figure 25: Types of other snack food that consumers have eaten in the last two weeks, NI and RoI, June 2019

Frozen fruit and veg snack pots can target waste-conscious consumers

Figure 26: Consumers who have eaten fruit and/or vegetables in the last two weeks as a snack, NI and RoI, June 2019

Snacking Locations

Nine in 10 snack at home

Figure 27: Where consumers have eaten snacks in the last two weeks, NI and RoI, June 2018

Home snacking offers potential for indulgence positioning

Figure 28: Consumers who have eaten snacks while at home in the last two weeks, by generation, NI and RoI, June 2019

Travelling creates more demand for on-the-go functionality

Figure 29: Consumers who have eaten snacks while commuting/travelling vs while out shopping in the last two weeks, NI and RoI, June 2019

Attitudes towards Snacking

Eight in 10 monitor children's snacking habits

Figure 30: Agreement with statements related to snack foods and snacking habits, NI and RoI, June 2019

Irish consumers support snack tax

Figure 31: Consumer agreement with statements related to snacking, NI and RoI, June 2019

Consumers dubious about 'healthy' snacks

Figure 32: Consumer agreement with the statement 'I am concerned a lot of so-called healthy snacks are actually high in sugar/salt/fat', by gender, NI and RoI, June 2019

Snacks have a potential to position de-stressing functionality

Figure 33: Consumer agreement with the statement 'I eat indulgent snacks when I want to cheer myself up', by gender and age, NI and RoI, June 2019

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Generational cohort definitions

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com