

Consumer Snacking Habits - Ireland - June 2020

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“Irish consumers are stocking up on shelf stable goods in response to COVID-19 and with more consumers spending time at home, they are seeking affordable indulgence with comfort foods including sweet and savoury snacks witnessing a boom.”

– **Emma McGeown, Research Analyst, 12 June 2020**

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour in the snacking category.
- Affordable indulgence takes centre stage in sweet and savoury categories.
- The crack-down on sugar sees more seek out better-for-you snacks.
- Better-for-you snacking evolves beyond minimising 'the bad' (eg sugar/fat etc) and more towards boosting nutritional value.
- Is snacking as a culture driven by habit or impulse?

The evolution 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 'better-for-you' snacking, including vegan/vegetarian snack options, free-from foods and looking for snacks with no added sugar content.

However, indulgence is still a major driving force in snacking – particularly at a time when anxieties are running high and many Irish consumers find themselves worried about the future in a COVID-19 world.

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