

Consumer Snacking Habits - Ireland - 2022

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour in snacking.
- The impact of the Ukraine war on the snack market.
- Opportunities in sustainable upcycled snack ingredients.
- Opportunities for healthier snack options.
- Opportunities for more versatility in savoury snacks.

Throughout the pandemic, consumers indulged in snacks to treat themselves and help them cope with the stress and uncertainty. This indulgent behaviour has remained post-COVID-19 and consumers are being encouraged to treat themselves more often but they are also more conscious than ever of their health and expressing health-conscious attitudes towards the foods they eat.

Therefore, it is important that snack companies/brands produce snacks that appeal to the indulgence that consumers are participating in whilst also tailoring their products to their health-conscious attitudes. Furthermore, as the market is facing issues such as the cost-of-living crisis, the Ukraine war and the obesity crisis, transparency by companies/brands should also be a priority.



“In a post-COVID-19 era, consumer demand for snacks has remained high. However, the market is currently facing challenges which include the cost-of-living crisis, the Ukraine war and the obesity crisis that have impacted affordability, production of food ingredients and packaging materials and snacking perceptions.”

– **Rebecca Blenman, Market Research Analyst**

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