

# Consumer Snacking Habits - Ireland - 2023

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## This report looks at the following areas:

- The impact of the cost-of-living crisis on the snack category.
- How brands are adapting to HFSS regulations.
- The sustainable packaging progress of snack brands.
- The impact of the conflict in Ukraine.
- Opportunities for growth of plant-based/vegan snacks.

Consumers' snacking frequency has remained post-COVID-19 to become an integral part of their food routines, with many taking inspiration from social media trends to produce exciting and experimental snack creations. This has given snack brands the opportunity to do the same and draw inspiration from popular trends to innovate with flavour combinations, brand collaborations and to promote their products as forms of escapism for consumers who want to indulge.

Post-COVID-19, consumers have undergone some lifestyle changes that snack brands can cater to, including demand for healthier ingredients, that offer energy boosts and immunity support, and snacks that can be eaten on the go to suit the hybrid working arrangements that many have adopted.



"Consumers are seeking more portioned snacks in response to their on-the-go lifestyles and hybrid working arrangements that have seen them live a more flexible way of life and brands can support this through portioning and energy-boosting/immunity-supporting snacks."

– **Rebecca Blenman,**  
**Research Analyst**

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