



# HW Snacks in Ireland

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

New marketing, sponsorship and advertising restrictions, low sugar legislation, the government's Roadmap for Food Product Reformulation and the introduction of sugar taxes stimulate demand for health and wellness snacks

Consumers become more selective in their choice of snacks and are increasingly knowledgeable about the effect of food production on climate change, stimulating sales of plant-based options

Many consumers concerned with sugar, fat and salt content, with such concerns bolstering demand for smaller pack sizes

#### PROSPECTS AND OPPORTUNITIES

A wider range of product categories to appear with a high protein positioning

In addition to a healthy perception, vegan snacks benefits from growing environmental and animal welfare concerns

Consumers to take a more proactive approach to their health over the forecast period

#### CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

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Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

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Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

## Health and Wellness in Ireland - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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