

Sweet Biscuits, Snack Bars and Fruit Snacks in Ireland

July 2023

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Sweet Biscuits, Snack Bars and Fruit Snacks in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Falling consumption is apparent in 2023 but discounters are prospering Addition of healthy properties in snack bars Festive seasonal period boosts sweet biscuits sales

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Category to benefit from increasingly diverse product offerings On-the-go snacks to re-emerge as convenience and portability gains importance Expansion of discounters, hypermarkets and e-commerce

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