



Euromonitor
International

HW Snacks in Ireland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Vegetarian positioning remains widespread, but performance softens amid price pressure and shifting priorities

INDUSTRY PERFORMANCE

Health-driven snacking accelerates, but taste and satiety remain decisive
Vegan snacks expand through reformulation and naturally plant-based formats
Gluten free gains traction beyond medical need, driven by premium crisps and permissive snacking

WHAT'S NEXT

Protein density and cleaner labels shape the future of healthier snacking
Vegan snacks broaden into indulgence and confectionery-led categories
Gluten free benefits from broader lifestyle adoption rather than medical necessity

CATEGORY DATA

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Health and Wellness in Ireland - Industry Overview

EXECUTIVE SUMMARY

Regulation, functionality and moderation reshape Ireland’s health and wellness landscape

INDUSTRY PERFORMANCE

Functionality, reformulation and regulatory compliance drive market performance
Plant-based, vegetarian and cleaner-label eating gain further ground

WHAT'S NEXT

Targeted health benefits, transparency and sustainable reformulation shape future growth

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