



# HW Snacks in Ireland

January 2026

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## HW Snacks in Ireland - Category analysis

### 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

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024

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Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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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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