

Sweet Biscuits, Snack Bars and Fruit Snacks in Ireland

June 2024

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow recovery as inflationary pressures ease
Irish consumers are increasingly health-oriented
Sweet biscuits returns to growth as desire for indulgence persists.

PROSPECTS AND OPPORTUNITIES

Positive growth forecast for retail and foodservice sales
Innovation will focus on healthier variants
Leading players prioritise compliance with the EU deforestation law, while modern distribution channels will expand their share

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