

# HW Snacks in Ireland

January 2024

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Sugar and chocolate confectionery challenged by Ireland's low sugar legislation  
Vegan snacks benefit from consumers becoming more selective and prioritising health  
Low salt snacks benefit from concerns over high blood pressure

### PROSPECTS AND OPPORTUNITIES

Savoury snacks to benefit from high protein positioning  
Vegan snacks set to perform well due to health and environmental concerns  
Snacks that claim to offer a good source of omega 3s likely to benefit from consumers taking a proactive approach to health

### CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

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[Health and Wellness in Ireland - Industry Overview](#)

## EXECUTIVE SUMMARY

Overview

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