



Euromonitor  
International

# Sugar Confectionery in Ireland

July 2025

Table of Contents

## Sugar Confectionery in Ireland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health trends and seasonal demand boosts growth for sales of sugar confectionery  
Mondelez Ireland Production retains its lead, while Haribo GmbH & Co KG gains share  
Supermarkets offer a wide range while discounters and retail e-commerce gain ground

#### PROSPECTS AND OPPORTUNITIES

Moderate growth is forecast for sugar confectionery amid health concerns and innovation  
Technology and sustainability will shape the future of sugar confectionery in Ireland  
Innovation is set to focus on the rising demand for healthier options  
Summary 1 - Other Sugar Confectionery by Product Type: 2025

#### CATEGORY DATA

Table 1 - Sales of Sugar Confectionery by Category: Volume 2020-2025  
Table 2 - Sales of Sugar Confectionery by Category: Value 2020-2025  
Table 3 - Sales of Sugar Confectionery by Category: % Volume Growth 2020-2025  
Table 4 - Sales of Sugar Confectionery by Category: % Value Growth 2020-2025  
Table 5 - Sales of Chewy Candies by Type: % Value 2020-2025  
Table 6 - NBO Company Shares of Sugar Confectionery: % Value 2021-2025  
Table 7 - LBN Brand Shares of Sugar Confectionery: % Value 2022-2025  
Table 8 - Distribution of Sugar Confectionery by Format: % Value 2020-2025  
Table 9 - Forecast Sales of Sugar Confectionery by Category: Volume 2025-2030  
Table 10 - Forecast Sales of Sugar Confectionery by Category: Value 2025-2030  
Table 11 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2025-2030  
Table 12 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2025-2030

## Snacks in Ireland - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2025: The big picture  
Key trends in 2025  
Competitive Landscape  
Channel developments  
What next for snacks?

#### MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2020-2025  
Table 14 - Sales of Snacks by Category: Value 2020-2025  
Table 15 - Sales of Snacks by Category: % Volume Growth 2020-2025  
Table 16 - Sales of Snacks by Category: % Value Growth 2020-2025  
Table 17 - NBO Company Shares of Snacks: % Value 2021-2025  
Table 18 - LBN Brand Shares of Snacks: % Value 2022-2025  
Table 19 - Penetration of Private Label by Category: % Value 2020-2025  
Table 20 - Distribution of Snacks by Format: % Value 2020-2025  
Table 21 - Forecast Sales of Snacks by Category: Volume 2025-2030  
Table 22 - Forecast Sales of Snacks by Category: Value 2025-2030  
Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030  
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

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## SOURCES

### Summary 2 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sugar-confectionery-in-ireland/report](http://www.euromonitor.com/sugar-confectionery-in-ireland/report).