



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Ireland

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Flavour innovation and health trends drive growth across sweet biscuits and fruit snacks
Jacob's drives Valeo Foods' leadership while smaller brands and private label drive sales
Supermarkets remain the leading channel for sweet biscuits, snack bars and fruit snacks in 2025

PROSPECTS AND OPPORTUNITIES

Innovation and sales are set to be driven by rising trends in health and wellness
Manufacturers are expected to focus on upgrading their production methods
Sustainability to set to be the focus of both innovation and manufacturing

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Snacks in Ireland - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-ireland/report.