

Snack Bars in Ireland

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Sales of snack bars will reach €27 million in 2014, an increase of 2% on the previous year. The majority of categories experienced relatively stable growth with energy and nutrition bars and granola bars continuing to be the strongest performing categories.

Euromonitor International's Snack Bars in Ireland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Breakfast Bars, Energy and Nutrition Bars, Fruit Bars, Granola/Muesli Bars, Other Snack Bars.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Snack Bars market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Innovation Driving Sales and Slowing Down Private Label Growth

Branding and Marketing Remain the Major Focuses for Packaged Food Manufacturers

Supervalu's Rebranding Increases Irish Retail Market Share

Static Growth Expected With Private Label in the Ascendant

Key Trends and Developments

Economy Showing Signs of Recovery As Consumer Confidence Returns

New Product Developments and Innovation Driving Growth

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