

## 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.

### Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Snack Bars by Category: Volume 2009-2014

Table 2 Sales of Snack Bars by Category: Value 2009-2014

Table 3 Sales of Snack Bars by Category: % Volume Growth 2009-2014

Table 4 Sales of Snack Bars by Category: % Value Growth 2009-2014

Table 5 NBO Company Shares of Snack Bars: % Value 2010-2014

Table 6 LBN Brand Shares of Snack Bars: % Value 2011-2014

Table 7 Distribution of Snack Bars by Format: % Value 2009-2014

Table 8 Forecast Sales of Snack Bars by Category: Volume 2014-2019

Table 9 Forecast Sales of Snack Bars by Category: Value 2014-2019

Table 10 Forecast Sales of Snack Bars by Category: % Volume Growth 2014-2019

Table 11 Forecast Sales of Snack Bars by Category: % Value Growth 2014-2019

#### Executive Summary

Economic Fortunes Improving, Boosting Sales of Packaged Food

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

Health and Wellness and Indulgence Continue To Attract Consumer Attention

Horsemeat Scandal Gone But Not Forgotten

Foodservice - Key Trends and Developments

#### Headlines

Trends - Sales To Foodservice

Trends -foodservice

Prospects

#### Category Data

Table 12 Foodservice Sales of Packaged Food by Category: Volume 2009-2014

Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2014-2019

Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2014-2019

Impulse and Indulgence Products - Key Trends and Developments

#### Headlines

Trends

Competitive Landscape

Prospects

#### Category Data

Table 16 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014

Table 17 Sales of Impulse and Indulgence Products by Category: Value 2009-2014

Table 18 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2009-2014

Table 19 Sales of Impulse and Indulgence Products by Category: % Value Growth 2009-2014

Table 20 NBO Company Shares of Impulse and Indulgence Products: % Value 2010-2014

Table 21 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014

Table 22 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2014-2019

Table 23 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019

Table 24 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2014-2019

Meal Solutions - Key Trends and Developments

#### Headlines

Trends

Competitive Landscape

Prospects

#### Category Data

Table 26 Sales of Meal Solutions by Category: Volume 2009-2014

Table 27 Sales of Meal Solutions by Category: Value 2009-2014

Table 28 Sales of Meal Solutions by Category: % Volume Growth 2009-2014

Table 29 Sales of Meal Solutions by Category: % Value Growth 2009-2014

Table 30 NBO Company Shares of Meal Solutions: % Value 2010-2014

Table 31 LBN Brand Shares of Meal Solutions: % Value 2011-2014

Table 32 Forecast Sales of Meal Solutions by Category: Volume 2014-2019

Table 33 Forecast Sales of Meal Solutions by Category: Value 2014-2019

Table 34 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019

Table 35 Forecast Sales of Meal Solutions by Category: % Value Growth 2014-2019

#### Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

#### Category Data

Table 36 Sales of Nutrition/Staples by Category: Volume 2009-2014

Table 37 Sales of Nutrition/Staples by Category: Value 2009-2014

Table 38 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014

Table 39 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014

Table 40 NBO Company Shares of Nutrition/Staples: % Value 2010-2014

Table 41 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014

Table 42 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019

Table 43 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019

Table 44 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2014-2019

Table 45 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019

#### Market Data

Table 46 Sales of Packaged Food by Category: Volume 2009-2014

Table 47 Sales of Packaged Food by Category: Value 2009-2014

Table 48 Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 49 Sales of Packaged Food by Category: % Value Growth 2009-2014

Table 50 GBO Company Shares of Packaged Food: % Value 2010-2014

Table 51 NBO Company Shares of Packaged Food: % Value 2010-2014

Table 52 LBN Brand Shares of Packaged Food: % Value 2011-2014

Table 53 Penetration of Private Label by Category: % Value 2009-2014

Table 54 Distribution of Packaged Food by Format: % Value 2009-2014

Table 55 Distribution of Packaged Food by Format and Category: % Value 2014

Table 56 Forecast Sales of Packaged Food by Category: Volume 2014-2019

Table 57 Forecast Sales of Packaged Food by Category: Value 2014-2019

Table 58 Forecast Sales of Packaged Food by Category: % Volume Growth 2014-2019

Table 59 Forecast Sales of Packaged Food by Category: % Value Growth 2014-2019

#### Sources

Summary 1 Research Sources

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