



Sugar Confectionery in Ireland

August 2026

Table of Contents

[Sugar Confectionery in Ireland - Category analysis](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sugar Confectionery Summary

INDUSTRY PERFORMANCE

Steady Consumer Demand and Rising Incomes Support Continued Growth

Sour Flavours and Modernised Classics Stimulate Demand

Chart 1 - Rowntree'S Refresh a Heritage Brand

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Established Brands Expected to Sustain Growth through Measured Product Refreshes

Gummies and Jellies Set to Advance through Sensory and Format Innovation

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Haribo and Rowntree'S Reinforce Leadership as Competitive Positions Remain Stable

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Convenience Retailers Strengthen Leadership While Supermarkets Remain a Key Destination

E-Commerce Expands through Multipacks and Planned Purchasing

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Sugar Confectionery

Chart 11 - Real GDP Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Sugar Confectionery

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Ireland - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Steady Consumer Demand Supports Continued Growth in Snacks

Flavour Experimentation Refreshes Established Brands

Chart 17 - Flavour Diversification Appeals to Broader Consumer Base

More Substantial Products Broaden Consumption Occasions

Chart 18 - Maryland S'Wich for Everyday Eating Occasions

Chart 19 - Value Sales 2021-2031

Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Flavour-Led Innovation Expected to Support Long-Term Value Growth

Confectionery Set to Strengthen Its Position through Premium Taste Experiences

Filling and Convenient Formats to Capture Meal Replacement Occasions

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Cadbury and Tayto Reinforce Their Lead as Innovation Sustains Loyalty

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

CHANNELS

Supermarkets Retain Leadership as Channel Shares Remain Broadly Stable

Value-Conscious Consumers Replace Foodservice Occasions with Retail Purchases

Chart 25 - Retail Channels 2021-2026

PRODUCTS

Consumer Behaviour Shifts Underpin a New Innovation Agenda

Recent Launches Reflect the Strategic Repositioning of Familiar Formats

Incremental Innovation Strengthens Competitive Positioning and Supports Value

ECONOMIC CONTEXT

Chart 26 - Economic Context for Snacks

Chart 27 - Real GDP Growth 2021-2031

Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Snacks

Chart 30 - Population 2021-2031

Chart 31 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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