



January 2022

Coffee Shops and Coffee Culture - Ireland

“COVID-19 has taken a huge toll on the overall foodservice sector, limiting the ability of coffee shops and cafés to operate in 2021. Despite this, Irish appetite for coffee and other hot drinks remains high, while issues surrounding single use takeaway cups remain an important issue.”

– Brian O’Connor ...

December 2021

Children’s Eating Habits - Ireland

“Parents are becoming more aware of the nutritional value of the products their children consume and are conducting more research into what products they want included in their children’s diets. COVID-19 has accelerated this behaviour as parents are on a health kick and want this to be reflected in their ...

November 2021

Consumer Attitudes Towards Natural and Organic Food - Ireland

“COVID-19 has made consumers rethink their lifestyles and alter their diets in order to stay healthy, and this has created opportunities in the natural/organic market. Six out of 10 IoI consumers have admitted they think there should be more natural/organic products that can help improve the immune system ...

Attitudes Towards Cooking and Baking - Ireland

“COVID-19 left Irish consumers with more spare time, and many used this time to take up cooking and baking – or indeed to improve their confidence in doing so. While a strong contingent expects to continue to cook and bake more often post-COVID-19, this will likely depend on how much ...

October 2021

Meat and Meat Substitutes - Ireland

“COVID-19 has driven sales in the meat sector, with great at-home dining driving the market. Meat substitutes have also grown in popularity as two out of 10 Irish consumers identify with the flexitarian diet. There are many consumers moving towards a plant-

Attitudes towards In-home Drinking - Ireland

“With vaccinations continuing in Ireland, the desire among Irish consumers to drink more at pubs and bars is increasing. However, concerns related to the spread of the Delta variant of COVID-19 may see many consumers



based diet for ethical reasons, however, eating meat will ...

prefer to spend more of their leisure time at home for the remainder of 2021 ...

September 2021

Butter and Spreads - Ireland

“Butter and spread usage has benefitted from the impact of COVID-19 as consumer behaviour shifted during lockdown. Consumers have utilised their time at home by being creative with their spare time and picking up new hobbies such as baking or cooking from scratch – as well as consuming more meals ...

July 2021

Consumer Snacking Habits - Ireland

Irish consumers have become more reliant on snacking products to support their emotional wellbeing. The pandemic has forced many consumers to spend more time at home and as a result people are prioritising snacking as a way to indulge while they stay there. COVID-19 has also shifted consumer behaviour to ...

June 2021

Carbonated Soft Drinks - Ireland

“COVID-19 has taken its toll on the carbonated drinks market – particularly on-trade sales. Recovery is likely to be slowed by continued consumer concern relating to sugar content in drinks and the growing unease Irish consumers have towards single-use plastic.”

– **Brian O’Connor, Senior Consumer Analyst, May 2021**

May 2021

Cheese - Ireland

“Cheese usage has benefitted from the impact of COVID-19. Consumer prices have dropped and are predicted to continue to decline across IoI. Even though there are fears surrounding Brexit and how disruption amongst supply chains could affect cheese products



entering the IoI market, consumers are still indulging in cheese products ...

March 2021

Bread & Baked Goods - Ireland

“Bread is a staple item with usage almost universal in Ireland. COVID-19 has benefited the category due to more time spent at home including breakfasts and lunches. Pre-packaged bread sales increased significantly in 2020 due to lockdown and it also resulted in greater experimentation with specialty breads. However, the rise ...

The Night In - Ireland

“COVID-19 has dramatically shifted spending from night-out activities to in-home activities as consumers continue to show concern relating to virus exposure, and lockdowns prevent consumers from engaging in entertainment out of home. Big winners in this regard have been streaming services and online shopping for leisure which have seen brisk ...

February 2021

Yogurt and Drinking Yogurt - Ireland

“Yogurt has remained fairly insulated from the impact of COVID-19 though it has faced slight reduced demand from lower uptake of lunchboxes and the change in snacking habits towards in-home. As consumers look for health and comfort during the outbreak and disruption caused by Brexit, yogurt/yogurt drinks are sustaining ...