



October 2014

Meat - Ireland

‘With half of RoI consumers having purchased meat from discounters (Lidl and Aldi) in the last month, the renewed focus on the sourcing of Irish meat by these retailers is clearly proving to be a success.’

– **Sophie Dorbie, Research Analyst**

September 2014

Free From Foods and Allergies - Ireland

“While only a small number of Irish consumers officially suffer from allergies or intolerances in 2014, the level of sales of free-from food is undoubtedly improving, with a greater level of media attention on the likes of free-from diets and a greater availability of products helping to drive usage among ...

Butter and Spreads - Ireland

“Whilst butter has benefited from the scratch cooking resurgence, sweet spreads have yet to fully tap into the home baking market. Positioning these products as ideal ingredients for fuss-free baking may help drive interest in the category.”

– **Sophie Dorbie, Research Analyst**

August 2014

Hot Drinks - Tea - Ireland

“With an ageing population meaning that adults are extending their working life, opportunities exist for tea brands to develop products to appeal to this market eg blends with energy boosting and invigorating properties.”

– **Sophie Dorbie, Research Analyst**