



December 2014

Stocks and Sauces - Ireland

“Reformulating stocks and sauces to produce low salt and sugar variants is likely to appeal to health-conscious Irish consumers and encourage more frequent usage, thus driving value growth in the market.”

– **Sophie Dorbie, Research Analyst**

Non-carbonated Beverages - Ireland

“Concern about sugar continues to grow, with half of Irish consumers worried about the sugar content of some juices. Moving forward this will likely see continued new products being launched containing natural sweeteners to appeal to concerned consumers.”

November 2014

Cereal Bars and Breakfast Biscuits - Ireland

“Cereal bar brands should look to the US market for NPD inspiration with regard to protein-rich launches. With Irish consumers keen to see more protein-packed bars, such developments could add value to the overall category.”

– **Sophie Dorbie, Research Analyst**

Poultry - Ireland

“Cooking from scratch continues to be an important trend in the wider food industry, and suppliers of unprepared poultry products stand to benefit, with Irish consumers seeing poultry as a versatile ingredient that can be included in any number of different types and styles of cuisine.”

– **Brian O’Connor ...**

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

June 2014

Beer - Ireland

“The Irish beer market continues to struggle in 2014, with volume and value sales in the on-trade continuing to decline, as consumers drink at home more. The market has however experienced a strong level of innovation in terms of flavour, packaging and new product launches by craft brewers, helping to ...

Foodservice - Ireland

“Convenience continues to be the primary driver in consumers’ choice of foodservice establishment when dining outside of the home, providing a boost to the QSR and coffee shop channels. Full service outlets should look to menu innovation in addition to establishing an online presence to encourage consumers to dine outside ...

May 2014

Milk and Cream - Ireland

“Usage and sales of milk and cream remained strong in Ireland during 2013 and are expected to do so in 2014. Moving forward into 2015, with the removal of the EU milk quotas and increasing demand for Irish dairy products overseas, we could see milk prices become more volatile ...

Bread - Ireland

“The all-Ireland bread market has experienced steady growth between 2009 and 2014, boosted by almost universal usage by Irish consumers. Looking ahead in order to drive growth within the market, brands should look to speciality breads as consumer spending improves in addition to flavour and format innovations to add value ...

April 2014

Fruit and Vegetables - Ireland

“There is a disparity between the NI and RoI fruit and vegetable markets, with the cost of these items growing for NI consumers, while decreasing for RoI consumers. Should the trend continue, it could see a re-emergence of cross-border shopping, with NI consumers visiting RoI retailers along the border to ...

Children's Eating Habits - Ireland

“Children’s eating habits are largely determined by their parents; meaning that the establishment of good dietary habits for children is primarily formed in the home. In order to gain the trust and loyalty of parents, supermarkets and restaurants should look to reinforce healthy eating messages outside of the home, be ...

March 2014

Cider - Ireland

Crisps, Nuts and Corn Snacks - Ireland



Food and Drink - Ireland



“The cider market in Ireland has endured the same issues as the larger alcohol industry, with dwindling value sales in the on-trade as consumers increasingly drink at home. Cider reaps both the advantages and disadvantages of being seen as a summer drink, being seen as more refreshing than beer by ...

“With links between diet and health becoming increasingly prominent, Irish crisp and snack brands should look to engage in NPD to produce a range of ‘better for you’ snacks, particularly using non-potato sources such as grains and production methods such as baked and high temperature and pressure (popped chips). Experimenting ...