



November 2018

Soft Drinks - Ireland

“The summer of 2018 helped to drive sales value forward, but increasingly consumers are wary of the environmental impact of plastic – and unless soft drinks companies can introduce more environmentally-friendly packaging and policies, they could see sales suffer”

Artisan Food - Ireland

“Concerns around food safety and quality have seen the issue of traceability become increasingly important to Irish consumers. More widely adopting tracing technology and highlighting their traceability procedures will help specialist food retailers to provide consumers with more information about the origin of their products and reinforce their quality credentials ...

October 2018

Breakfast - Ireland

“Despite being touted as the most important meal of the day, the majority of Irish consumers are making time to eat breakfast but perhaps not every day. Product innovation paired with consumers’ increasingly busy schedules is causing some to switch to snacking for this occasion – offering opportunities to brands ...

September 2018

Meat and Meat Substitutes - Ireland

“With one in five Irish consumers identifying themselves as being vegan, vegetarian or a flexitarian in 2018, the opportunities for future growth in the meat substitute sector are high. Moving forward a key challenge will be providing consumers with natural, less processed meat substitutes to gel with rising concerns with ...

August 2018

Premium Food and Drink - What Will Consumers Pay More For? - Ireland

“When purchasing food and drink, Irish consumers opt mainly for standard branded products across most categories such as snacks, alcohol and soft drinks, yet are drawn to own-label milk, baked sweet goods and prepared foods.

Hot Drinks - Ireland

“Between declining consumer prices and increased out-of-home drinking, the hot drinks market in RoI has seen its value decline, while in NI increased consumer prices have seen value sales increase slightly. Moving forward a key challenge for hot drink brands will be creating the ‘barista’ experience at home.”

– ...

July 2018



Full Service Restaurants - Ireland

“The full-service restaurant sector in Ireland is growing as consumers are eating out on a regular basis given their busy lifestyles and the demand for convenience. Development and innovation in the restaurant industry is driven by consumers’ search for healthy, vegan and locally sourced food, as well the increasing popularity ...

Consumer Snacking Habits - Ireland

“While consumers are increasingly looking for snacks to be healthier, three quarters of consumers noted that they worry that snacks that claim to be healthy may be high in sugar, fat or salt. This points to a stronger need for snack companies to be transparent regarding the nutritional contents of ...

June 2018

Beer & Cider - Ireland

“2017 saw the value sales of beer and cider increase on the back of improving consumer confidence in RoI. Moving forward into 2018 and beyond, premiumisation continues to drive the market, with craft being the key contributor.”

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

Attitudes to Cooking/Meal Preparation - Ireland

“Consumers struggle to find time to prepare meals every day and eat a healthy diet, nonetheless cooking from scratch continues to be enjoyed by Irish consumers despite the ongoing popularity of convenience snacking, ready meals and eating out. Scratch cooking is driven mainly by health benefits, better taste of self-prepared ...

May 2018

Cheese - Ireland

“Cheese remains a key diet component of Irish consumers, though their eating habits are influenced by European food cultures. Free-from cheeses, cheese-based meat alternatives options and nutrient-rich product ranges are growing in popularity as consumers become more concerned about environment, animal welfare as well as their own health and wellbeing ...

April 2018

Bread - Ireland

“Sliced white loaves and pancakes are the main types of pre-packaged bread products bought by Irish consumers but pre-packaged wholemeal bread is gaining in popularity as increasingly health-conscious consumers are turning to ‘better-for-you’ products as they look to improve their diets and overall health and wellbeing.”

March 2018

Fruit and Vegetables - Ireland



“Increased interest in flexitarianism has helped to sustain fruit and vegetable sales as consumers attempt to improve their diets. Furthermore, the increased interest in provenance can be seen as over four in 10 consumers noted wanting more biographical information about farmers and growers on produce packaging.”

– Brian O’Connor ...

February 2018

Vodka and Gin - Ireland

“Irish consumers are most likely to drink vodka and gin at a pub or bar or whilst they are on holiday. Moreover, as visiting a pub or bar is one of the most popular activities Irish consumers take part in when taking a trip, and with the number of domestic ...

January 2018

Butter and Spreads - Ireland

“Irish consumers show a preference for butter over butter-like spreads. This reflects the growing distrust in the food industry in recent years and that they are turning to less processed food. Highlighting traditional production methods, recipes and local ingredient sourcing can help butter brands to put a clear stamp of ...