



April 2017

Chilled vs. Frozen - Consumer Preferences - Ireland

“The frozen food market has remained resilient after consumer confidence took a hit following the horsemeat scandal in 2013 with market value expected to experience growth over 2017. Indeed, premiumisation has challenged quality perceptions and brought much added value to the frozen food market. Meanwhile chilled food continues to benefit ...

March 2017

Wine - Ireland

“With consumers still experiencing anxiety in the wake of the Brexit vote and political turmoil in 2016, confidence remains low, affecting the willingness of Irish consumers to drink wine outside of the home. Moving forward into 2017, consumers are likely to remain reserved with their spending on wine slowing down ...

February 2017

Children's Eating Habits - Ireland

“Parents consider regular exercise as the most important step to improving children's health and diet. This reflects the increasingly sedentary lifestyles of children and with technology a significant contributor to this, utilising bloggers, vloggers and YouTube channels, for example, can help brands to encourage children to take more exercise and ...