



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 ...

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 ...