



December 2015

Brand Loyalty in Food - Ireland

“When looking at the Irish market as a whole, consumers show a slightly stronger preference towards brands when it comes to indulgence items such as chocolate, spreads and alcohol. With staple foods (eg fruit and vegetables) however, consumers appear to have no preference or lean more towards own-label.”

– ...

Ready Meals - Ireland

“Times are tough for the ready meals market in Ireland, with consumers still fearful from the 2013 horsemeat scandal, coupled with the growing trend amongst Irish consumers towards scratch cooking. Going forward, the ready meals market is expected to witness 2.2% growth in 2015”

Innovations in Soft Drinks - Ireland

“The soft drinks industry has seen a period of strong innovation, with low-calorie and sugar trends helping to drive the market. Moving forward, with more pressure being exerted on the industry over the sugar content of some drinks, this will likely see companies doing more to reformulate their products to ...

November 2015

Cereal - Ireland

“With sugar increasingly coming under scrutiny from health groups, government organisations and consumers themselves, we can expect to see cereal brands moving forward doing more to reduce their sugar usage – with a key challenge being to assure consumers that less sugar does not necessarily mean less taste.”

– ...

October 2015

Meat and Meat Substitutes - Ireland

“With prices of meat declining between 2014 and 2015, it has seen a slight decline in the total market value; with discounter retailers increasingly seeing more consumers buying meat from them.”

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

September 2015



Butter and Spreads - Ireland

“With growing attention on the dairy farmer protests both in Ireland and further afield, it will see consumers putting more emphasis on the fair treatment of farmers, and perhaps see butter buyers more likely to search out products that have been made locally and/or claim to ensure farmer welfare ...

August 2015

Coffee Shops & Sandwich Shops - Ireland

“The market for coffee shops and sandwich shops in IoI enjoys strong usage with eight in ten Irish consumers visiting a coffee shop or sandwich shop at least once in the last three months. A generation of café goers are now at ease using coffee shops to catch up with ...

July 2015

Artisan Food - Ireland

“The improving economic situation in NI and RoI has helped to see consumers loosen their purse strings a little in 2015 and to the benefit of artisan food products. That being said, moving forward, consumers will increasingly expect goods positioned as being artisan to prove these credentials.”

– **Brian ...**

Innovations in Beer - Ireland

“The Irish beer market appears to have had a good year, with reported growth in 2014, however, the Irish market is not out of the woods just yet, with total sales expected to see a slight decrease in 2015. With increased innovation in the beer market, and in particular craft ...

June 2015

Cheese - Ireland

“With the cost of cheese for NI and RoI consumers continuing to decline in 2015 on the back of the abolition of the EU milk quotas, we will continue to see the value of the cheese sector decline. Moving forward cheese companies will need to look more closely at innovations ...

May 2015

Bread - Ireland



“Consumer interest in healthy baked goods should inspire NPD activity. Incorporating wholegrain as well as ancient grains such as chia and spelt is further likely to enhance the appeal of the category.”

– **Sophie Dorbie, Research Analyst**

April 2015

Fruit and Vegetables - Ireland

“Ongoing price wars within the fruit and vegetable sector have been to the benefit of Irish shoppers, but to the detriment of the market value of the fruit and vegetable sector in Ireland. However, volume sales of produce have improved between 2013 and 2014, as Irish consumers increasingly try to ...

February 2015

Fish and Seafood - Ireland

“Increasing the availability of alternative fish species in-store and within new products, backed by promotional activity and recipe suggestions, may encourage consumers to opt for new fish options and go some way towards tackling sustainability issues.”

– **Sophie Dorbie, Research Analyst**

January 1970

Spirits - Ireland

“While high taxation and the looming threat of minimum alcohol pricing makes drinking spirits a costly endeavour in Ireland, growing consumer confidence might help to see the spirits market recover somewhat in 2015.”

– **Brian O'Connor, Production Manager**