



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 ...