



November 2017

Artisan Food – Attitudes to Provenance - Ireland

“Provenance remains important for Irish consumers when it comes to food. Indeed, ‘Made in’, ‘Made by’ and ‘Made since’ all matter to consumers as they tell the story behind the product. In short, provenance signals all the things that consumers care about – quality, animal welfare and environmental ...

Soft Drinks - Ireland

“Sugar content continues to be the dominant theme in the soft drinks market, with the April 2018 introduction of the sugar tax/ levy likely to disrupt consumer drinking habits somewhat. Moving forward we are likely to see an increased shift to diet/ low-sugar variants.”

October 2017

Ice Cream & Desserts - Ireland

“In 2018, the Irish ice cream and dessert market is forecast for further growth, despite the growing national obesity concern and a general healthy living trend witnessed in recent years. Although many accept this category as a sweet treat for indulging, innovation lies in developing ‘healthier’ options and catering to ...

Poultry & Poultry Substitutes - Ireland

“The Irish poultry market continues to perform well with strong demand for chicken products helping to drive sales. Going forward, an opportunity exists to promote turkey as a healthier alternative due to consumer concerns over fat. Poultry producers will also need to address the demand for transparency on sourcing in ...

September 2017

Milk and Cream - Ireland

“Milk production and sales have bounced back in 2017 from the turmoil caused by the end of the milk quotas in 2015. While milk usage among Irish consumers remains high, the potential for Brexit to interrupt milk processing on both sides of the border remains a threat to the prosperity ...

August 2017

Free-from Foods - Ireland

“The Irish free-from market has enjoyed growth over recent years, driven by ‘lifestylers’ and wider availability of products in supermarkets. Mintel expects growth to continue, however manufacturers will need to adjust the sugar content and the prices of their products where possible as these are key barriers to purchasing and ...

Quick Service Restaurants and Takeaways - Ireland

“The quick-service restaurant and takeaway market in Ireland is performing well thanks to third-party delivery apps being well received by Irish consumers, making it much easier to order fast food in 2017 – even from outlets that do not traditionally offer delivery service. Looking ahead fast casual restaurants pose a ...



July 2017

Beer & Cider - Ireland

“Despite the increase in consumer beer prices and uncertainty around the Brexit – Irish beer and cider sales have performed well, with consumers being driven to spend more on value-added drinks such as oak-aged beers and ciders, or flavoured craft brews.”

June 2017

Menu and Ingredient Insights - Ireland

“The advancement of on-demand delivery apps coupled with a more travelled consumer has resulted in increased expectations when it comes to what’s on the menu. Recommendations from friends/family members is the most influential factor for experimenting with new cuisine eaten in the home), however, Mintel sees scope for food ...

Cheese - Ireland

“Cheese continues to remain important to the Irish diet, with only 5% of NI and 4% of RoI consumers not eating cheese in the last three months. While Brexit has dampened the NI market, interest in specialty cheese in RoI has helped drive value. Moving forward, protein will continue to ...

May 2017

Sports Nutrition - Ireland

“Recognising the health benefits of regular physical activity, Irish consumers are exercising two to three times a week. This points to a strong market for sports nutrition brands to target and focusing on how their products aid rapid recovery between frequent exercise will pique active Irish consumers’ interest and encourage ...

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 ...