



February 2014

Coffee - Ireland

“Coffee’s appeal as part of a morning routine, as a ‘pick-me-up’ or as a treat amongst Irish consumers, is likely to see the category continue to perform well in the coming years. In order to drive growth within the market, brands should look to engage in NPD (New Product Development ...

Carbonated Beverages - Ireland

“Moving forward the key challenge faced by the carbonated beverages industry will be meeting the expectations of health-conscious consumers, as many still associate carbonates with being unhealthy. Looking forward, it is likely that the market will see a strong level of innovation in the diet category, with more products claiming ...

January 2014

Milk and Cream - Ireland

“Liquid milk remains a staple in Irish diets with the market forecast to achieve steady growth in the years ahead until 2018. In order to help drive growth further within the market and to keep consumers engaged with milk and cream, packaging, flavour and functional innovations should be explored.”

December 2013

Ready Meals - Ireland

“The ready meal market is expected to experience steady growth in the years ahead until 2018, boosted mainly by its convenience status amongst time-scarce consumers. In order to drive the category forward, brands should look to enhance the nutritional credentials of meals and adopt a more transparent approach to the ...

Chocolate Confectionery - Ireland

“The recent ban on advertising of foods that are high in fat, salt and sugar during children’s TV programming in RoI will negatively impact how the producers of chocolate confectionery promote to the key children’s market. As such, chocolate companies need to consider including healthier ingredients, such as stevia or ...

November 2013

Soup - Ireland

“The RoI soup market experienced a decline in sales since 2008, with 2012 marking the first year of recovery. The NI market proved to be less volatile with year-on-year sales mainly increasing. Both markets are forecast growth until 2018; however, innovations in health, flavour and convenience are needed to drive ...

October 2013

Attitudes To Food - Ireland



“With the economy showing slow signs of recovery, it is likely that consumers will continue to be driven by price when shopping for groceries. With home cooking and baking enjoying somewhat of a renaissance, and the structure of the population expected to change, opportunities exist for brands to develop and ...

September 2013

Yogurt - Ireland

“With the market for functional dairy products among elderly consumers well established, and the overall value of the Irish yogurt industry showing only modest growth, the producers of yogurt could consider targeting the underdeveloped segment of consumers aged 0-17 with functional products suited to their needs to increase their consumption ...

July 2013

Bread - Ireland

“The bread market has seen positive growth between 2008 and 2013, with bread being a household staple for many Irish households. Moving forward key challenges for the market will be dealing with increased costs of production, and demand for local sourcing of ingredients.”

Wine - Ireland

“With aggregate new product launches declining, flavour innovations similar to those seen in the cider category provide the drinks companies serving the Irish wine industry with an opportunity to breathe fresh life into a declining market and create potentially lucrative new revenue streams.”

June 2013

Beer - Ireland

“The Irish beer market has struggled through some trying times since the onset of the economic downturn, with the Irish on-trade bearing the brunt of the hardship. However, with a booming off-trade and growth of the craft beer segment, coupled with the

Foodservice - Ireland

“The IoI foodservice market has experienced turbulent times since the onset of the economic downturn in 2008 when the market value declined by €1bn between 2008 and 2010. However, shoots of hope are emerging, with modest growth predicted in the coming years across the industry. Standout sectors have been identified ...

Poultry - Ireland

“Chicken is dominating the poultry category at present due to its attractive price point and its versatility. However, the Irish poultry market faces challenges, with high levels of imported chicken dominating the market due to its lower wholesale price. Consumer desires for local poultry on retail shelves could prove challenging ...



possibility of government legislation working in the industry's ...

Meat - Ireland

“The meat market in Ireland has seen strong value growth year on year despite the downturn, and although the horsemeat scandal of 2013 is likely to have a lasting impact on sales of processed meat products, it has been to the overall advantage of sales of unprepared meat products, and ...

April 2013

Cereals - Ireland

“The cereal market in Ireland has gone from strength to strength in the last few years, with its positioning as an easy-to-prepare and nutritious breakfast helping to sustain market growth. However, associations of some cereal types with childhood obesity represent a key challenge for the market, and moving forward we ...

March 2013

Cheese - Ireland

“Cheese is a staple product in Irish households. However, the category is suffering from an unsustainable level of promotional activity, which is being used to boost sales amidst increased prices. Future growth within the category will be dependent on increased usage and purchase frequency. Value-added products in both the snacking ...