



June 2018

Beer & Cider - Ireland

“2017 saw the value sales of beer and cider increase on the back of improving consumer confidence in ROI. Moving forward into 2018 and beyond, premiumisation continues to drive the market, with craft being the key contributor.”

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

Attitudes to Cooking/Meal Preparation - Ireland

“Consumers struggle to find time to prepare meals every day and eat a healthy diet, nonetheless cooking from scratch continues to be enjoyed by Irish consumers despite the ongoing popularity of convenience snacking, ready meals and eating out. Scratch cooking is driven mainly by health benefits, better taste of self-prepared ...

May 2018

Cheese - Ireland

“Cheese remains a key diet component of Irish consumers, though their eating habits are influenced by European food cultures. Free-from cheeses, cheese-based meat alternatives options and nutrient-rich product ranges are growing in popularity as consumers become more concerned about environment, animal welfare as well as their own health and wellbeing ...

April 2018

Bread - Ireland

“Sliced white loaves and pancakes are the main types of pre-packaged bread products bought by Irish consumers but pre-packaged wholemeal bread is gaining in popularity as increasingly health-conscious consumers are turning to ‘better-for-you’ products as they look to improve their diets and overall health and wellbeing.”