



## January 2021

### Free-from Foods - Ireland

“The free-from category has experienced exceptional growth in recent years and 2020 was no different. More time spent at home coupled with the closure of foodservice and the bulk-buying behaviours witnessed during the beginning of the pandemic all resulted in increased demand for free-from foods.”

– Emma McGeown, Senior ...

## December 2020

### Prepared Meals - Ireland

“Prepared meals have witnessed a difficult year in 2020. Consumers working from home more often, indefinitely in some cases, coupled with lockdown, has witnessed a boost of scratch cooking and a drop in demand for prepared foods. However, there are some slight wins with pizza, for example, being considered a ...

## November 2020

### The Ethical Food Consumer - Ireland

“Animal welfare and environmental and health concerns are among key reasons for buying ethical food and drink among Irish consumers, however, there is uncertainty among consumers over what the different ethical certifications stand for and whether their buying choices make a difference. This is only being exacerbated as COVID-19 has ...