



December 2019

Attitudes towards Home Delivery and Takeaway - Ireland

“The takeaway market in Ireland is performing well in 2019, thanks to third-party delivery apps streamlining the ordering process and widening scope for outlets that do not traditionally offer delivery service. Looking ahead, rising health concerns create challenges and opportunities for takeaway services while keeping prices low is imperative for ...

November 2019

Sports and Energy Drinks - Examining the Differences - Ireland

“Irish appetites for sports and energy drinks have not waned post-sugar levy and moving forward they are showing an appetite for sports and energy drinks that offer mental stimulation, as well as physical – as well as continued desire for drinks made with natural ingredients.”

– Brian O'Connor, Senior ...

Over-the-counter Vitamins and Supplements - Ireland

“With Irish consumers showing increasing levels of concern surrounding their health and fitness there are increased opportunities for vitamin and supplement products to grow their market – particularly with an ageing population. Furthermore, there is evidence that consumers would be interested in tailor-made supplement plans.”

– Brian O'Connor, Senior ...

Prepared Meals - Ireland

“Irish consumers see themselves as living increasingly busy lives - and though they have a fondness for scratch cooking, many are struggling to find the time. Brands can deliver a helping hand by positioning convenient meal time solutions that deliver on taste and speed without compromising health credentials.”

– Emma ...

October 2019

Evening Meal Preferences - Ireland

“Cooking from scratch remains a weekly, if not daily task, among Irish consumers despite the increasing investment into new product development of prepared



foods. While it is becoming more commonplace to skip breakfast and reduce the time spent during lunchtime, the evening meal is sacred with the majority of consumers ...

September 2019

Poultry & Poultry Substitutes - Ireland

“The Irish poultry market continues to thrive due to poultry’s perceptions of versatility and being leaner making it more attractive compared to other types of meat. The higher price point of poultry, particularly chicken, creates a dynamic market, but with a bigger push towards flexitarian and vegan lifestyles more opportunities ...

August 2019

Coffee Shops - Emerging Coffee Culture - Ireland

“Coffee culture in Ireland continues to grow as consumers become better educated in brewing techniques, sourcing origins and quality coffee which has resulted in coffee shops and cafés being one of the fastest growing foodservice segments in Ireland – a trend which is set to continue in 2019 and onwards ...

July 2019

Deli and Hot Food Counters - Ireland

“Convenience continues to be a driving force for the deli and hot food counter sector in Ireland, with growth expected to continue into 2019. Moving forward, an increased focus on delivering more health and veggie/vegan-friendly options at counters could help to drive footfall further.”

– **Brian O’Connor, Senior ...**

Consumer Snacking Habits - Ireland

“Snacking continues to be, for many, a daily activity. While healthy snack items are finding a place in consumers’ shopping baskets, treat items such as chocolate and crisps remain important to Irish consumers therefore delivering on quality and indulgence will be imperative for sweet snacks’ continued success.”

– **Emma ...**

June 2019

Beer & Cider - Ireland



“The beer market in Ireland is robust with 2019 getting off to a strong start in terms of sales, this is despite concerns over consumer confidence. Craft beer witnessed another year of exceptional growth in 2018, however we could see this dip as the consumer desire to lead a healthier ...

May 2019

Cheese - Ireland

“Cheese remains a staple in Irish households with value sales in IoI set for growth in 2019, however, Brexit casts an uncertainty for long-term growth, particularly as both the UK and Ireland rely heavily on each other for cheese trading. Diversifying from cheddar could create future growth opportunities for Irish ...

April 2019

Bread & Baked Goods - Ireland

“Bread remains a staple in most Irish homes and as such, sales have remained positive despite the lingering popularity of low-carb diets. Although sugar consumption remains a concern, baked goods are somewhat exempt from this given the nature of the indulgence category and therefore offer an opportunity for brands to ...

March 2019

Fruit and Vegetables - Ireland

“With six in ten Irish consumers noting they would support a ban on plastic packaging for fruit and vegetables, it could see overall use of loose fruit and vegetables increase in 2019 and beyond. However prepared fruit and vegetable portions – which require packaging – may need to source more ...

February 2019

Whiskey and Dark Rum - Ireland

“Providing a wide range of different whiskey flavour profiles and expert information sessions during whiskey and dark rum tasting experiences will not only enable



pubs and bars to deliver a more immersive experience to consumers interested in learning more about these complex products, but also help them to attract more ...

January 2019

Milk and Dairy Alternatives - Ireland

“Provenance remains an important factor when buying milk. Irish consumers are also willing to spend 20p/20c extra for 2 litres of milk to ensure that farmers are paid a fair price. Highlighting links to local suppliers and how much of the purchase price of milk goes directly to dairy ...