

Meat – Ireland – March 2013

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This report looks at the following areas:

- What effect has the horsemeat scandal of 2013 had on the Irish meat market?
- What impact has the poor weather of 2012 and 2013 had on the supply of meat products?
- As production costs increase, how will this impact the Irish meat market?
- What toll has the economic downturn taken on consumer meat habits?
- What types of red meat are most popular among Irish consumers?

2013 got off to a rocky start for the Irish meat industry, with the revelation that horsemeat was present in some meat products produced in Ireland. The scandal has served to increase the level of vigilance that Irish consumers are showing when buying meat products.

Elsewhere, financial pressures are also taking their toll on consumer spending on meat, with consumers being shown to be more flexible about where they source their meat from. Moving forward, demand for unprocessed meat is likely to increase as consumers become more aware of sourcing.

This report examines the retail market for red meat in both NI and RoI, focussing on the types of meat that consumers have bought in the last 12 months as well as their attitudes towards red meat in general.



“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 Irish producers.”

– Brian O’Connor, Production Manager

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