

Attitudes To Food - Ireland - August 2013

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“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 target the scratch cooking and health food markets.”

- Sophie Dorbie, Research Analyst

This report looks at the following areas:

- How are consumers responding to rising food prices?
- Are consumers concerned about their health and diet, and if so what adjustments are they making?
- Are consumers engaging with cooking at home?
- Are consumers changing their tastes in food?

Following the onset of the economic downturn, consumers have changed their shopping habits with the majority of Irish households' grocery shopping driven by price in the quest to stretch disposable income.

Fuelled by the downturn, consumers are also re-engaging with home cooking and in the process, enjoying experimenting with ingredients and recipes. In the quest to become self-sufficient, products which are affordable and convenient are likely to be preferred.

With an ageing population and growing obesity levels, increased attention is being placed on diet and health, with opportunities being presented in the health, low-fat and functional food markets.

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