Meat - Ireland - September 2014

Report Price: £1495 | $1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- How important is provenance and traceability in the Irish meat industry?
- What opportunities are there for manufacturers to engage in NPD and add value to the category?
- How can meat producers enhance the health credentials of products and appeal to health-conscious consumers?

With meat being a staple in Irish diets, consumers are likely to be sensitive to the fluctuating meat prices in NI and RoI. This has caused consumers to turn to the discounters, with these stores investing in the sourcing of Irish farmed meat. In order to drive growth in the market, meat suppliers should look to new product innovations in regard to flavour and format innovation. Incorporating health within this, particularly in the processed meats category, should also help to enhance the sector's appeal amongst Irish consumers.

'With around two thirds of Irish consumers put off from buying meat due to high costs, fluctuating meat prices may drive interest in cheaper cuts, offering opportunities for suppliers to increase their ranges of theses products'.
– Sophie Dorbie, Research Analyst

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