

Fruit and Vegetables - Ireland - March 2014

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This report looks at the following areas:

- What are the most popular formats of fruit and vegetables among Irish consumers?
- What impact will growing grocery prices have on fruit and vegetable sales?
- What perceived differences do consumers see between fresh, frozen and tinned fruit and vegetables?
- What attitudes towards fruit and vegetables do Irish consumers hold in 2014?

Fruit and vegetables' sales performance tells a different tale in both NI and RoI, with the market value increasing year on year in NI between 2010 and 2014, while in RoI, the market value has been declining; driven by fruit and vegetables being used prominently as loss leaders.

Moving forward, the market could see widely diverging purchasing habits among NI and RoI consumers, and have an overall greater impact on the health of Irish consumers.

This report covers the NI and RoI retail market for fruit and vegetables. Value figures throughout this report are at retail selling prices (rsp) unless stated otherwise. Market sizes at constant 2013 prices are devised using Mintel's food deflator.



"There is a disparity between the NI and RoI fruit and vegetable markets, with the cost of these items growing for NI consumers, while decreasing for RoI consumers. Should the trend continue, it could see a re-emergence of cross-border shopping, with NI consumers visiting RoI retailers along the border to save on their weekly shopping bills."

– Brian O'Connor, Production Manager

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