

Poultry - Ireland - October 2014

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This report looks at the following areas:

- Have poultry usage and sales benefited from the increasing trend to cook from scratch?
- Do consumers prefer frozen or chilled poultry?
- What impact will changing attitudes towards food wastage have on the Irish poultry market?
- What impact will increasing exports of poultry have on the domestic supply of poultry?

With the cost of red meat continuing to increase in 2014, more consumers are opting for poultry, which is typically a cheaper source of protein. Many consumers also see poultry as a healthier alternative to red meat, helping to drive sales.

Sales of raw unprepared chicken have benefited from the trend towards cooking from scratch in both NI and RoI, while a segment of consumers remain somewhat dubious of processed and prepared poultry/meat products in the aftermath of the 2013 horsemeat scandal.



“As more and more Irish consumers cut back on beef and other red meats for health reasons, poultry stands to benefit, with 42% of NI and 47% of RoI consumers feeling it is healthier. Moving forward, with consumer prices increasing it could see an uplift in frozen poultry sales – despite the strong consumer preference for chilled poultry.”

– Brian O’Connor, Production Manager

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