

Meat and Meat Substitutes - Ireland - September 2016

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“Growing concern over health is likely to increasingly guide consumers when selecting meat products, and may see consumers limit their weekly usage of processed meats and opt for leaner types of meats in order to maintain a healthy diet. This trend will help to generate greater opportunities for meat substitute products.”

– **Brian O’Connor, Senior Consumer Analyst**

This report looks at the following areas:

- Overall decline in meat consumer prices
- Consumers feeling slightly uneasy
- Discounters continue to improve share of grocery spending
- Protein trend continues

2016 has seen slow growth for the meat and meat substitutes market, with low consumer prices and apprehension surrounding the Brexit seeing consumer spending on meat stall somewhat. Moving forward, with increasing focus among Irish consumers over improving their diets and health, it may see consumers eating less meat overall and perhaps making greater use of meat substitute products.

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