

Ready Meals - Ireland - November 2016

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“Ready meals struggle to overcome the ‘unhealthy’ image they have received in recent years with consumer perception still tainted from the 2013 horse meat scandal. Highlighting the traceability and high-quality ingredients and techniques used in the preparation of ready meals can tap into the current high interest in scratch cooking, overturning the negative image of prepared meals.”

Emma McGeown, Research Analyst

This report looks at the following areas:

- What are the market challenges for ready meals?
- What are the top ready meals purchased?
- What are the key trends in ready meals?

What you need to know

Times are tough for the ready meals market in Ireland with value sales estimated for 1.6% growth in 2016. Although this market is forecast for growth in the coming year and in the next five years, a significant portion of this growth is expected from the chilled ready meals market with this segment representing 78% of the IoI prepared meals market.

When looking at usage, Irish consumers show a strong usage of chilled prepared meals, pastries and pizzas on a weekly basis, however the occasion for enjoying these types of ready meals differs. Although we find the ready meal category overall appeals most as a weekday dinnertime solution, there are still opportunities for brands to position themselves as a ‘treat’ or weekend meal.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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