

Ice Cream & Desserts - Ireland - October 2017

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“In 2018, the Irish ice cream and dessert market is forecast for further growth, despite the growing national obesity concern and a general healthy living trend witnessed in recent years. Although many accept this category as a sweet treat for indulging, innovation lies in developing ‘healthier’ options and catering to the greater demand for locally produced mini-desserts and ice cream.”

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

This report looks at the following areas:

- **Milk prices tumble in RoI**
- **RoI looks optimistically towards the future**
- **A third consider themselves somewhat more healthy**
- **Sugar remains biggest fear**

Despite its cold consistency, ice cream is not deemed a seasonal product, with more than eight in 10 consumers eating ice cream all year round, however, given the growing obesity issues in Ireland, brands are being forced to become more innovative with portion sizes and nutritional content. The pressure remains on operators to continue focusing on factors such as calorie and sugar content as there is consumer demand for healthier products. Keeping abreast of consumer and governmental health priorities will be important to ensure the market remains competitive and in growth in the years ahead.

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DID YOU KNOW?

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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