

Meat and Meat Substitutes - Ireland - September 2018

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This report looks at the following areas:

- Meat prices decline in RoI, increase in NI
- One in five Irish consumers subscribe to a reduced or meat-free diet
- Cooking from scratch will help to drive unprocessed meat sales
- Butchers a key outlet for artisan shoppers

2018 has seen meat value sales increase in RoI, despite declining consumer prices, and has seen stronger growth in NI based on higher price inflation. However, with almost one in five Irish consumers identifying themselves as being a vegan, vegetarian or flexitarian in 2018, this points to a growing level of opportunity for the meat substitutes market.



“With one in five Irish consumers identifying themselves as being vegan, vegetarian or a flexitarian in 2018, the opportunities for future growth in the meat substitute sector are high. Moving forward a key challenge will be providing consumers with natural, less processed meat substitutes to gel with rising concerns with food production processes.”

– Brian O’Connor, Senior Consumer Analyst

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