

Poultry & Poultry Substitutes - Ireland - September 2019

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This report looks at the following areas:

The value of the Irish poultry market is continuing its growth trend with increasing demand for chicken products bolstering the majority of poultry sales. As Irish consumers adopt healthier lifestyles and become better educated in the health issues surrounding the overconsumption of red meat, this is causing more consumers to drift towards poultry, particularly chicken and turkey as white meat is regarded as leaner.

However, growing demand for free-from foods and a push for greater variety of meat-free alternatives have witnessed more consumers than ever before consuming poultry substitutes – from key players in the market such as Quorn to vegetable-based products and own-label alternatives.



“The Irish poultry market continues to thrive due to poultry’s perceptions of versatility and being leaner making it more attractive compared to other types of meat. The higher price point of poultry, particularly chicken, creates a dynamic market, but with a bigger push towards flexitarian and vegan lifestyles more opportunities exist in poultry substitutes.”

– Emma McGeown, Research Analyst

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