

## Prepared Meals - Ireland - November 2019

Report Price: £1095.00 | \$1478.58 | €1232.31

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“Irish consumers see themselves as living increasingly busy lives - and though they have a fondness for scratch cooking, many are struggling to find the time. Brands can deliver a helping hand by positioning convenient meal time solutions that deliver on taste and speed without compromising health credentials.”

– **Emma McGeown, Research Analyst**

### This report looks at the following areas:

Prepared meals are common purchases for Irish consumers, but there remains a strong fondness for scratch cooking in Ireland which creates barriers for the category. Irish consumers show strong usage of prepared meals, ready-to-cook foods and pizza, with most eating these products for dinner.

There are opportunities for greater innovation in other meal time occasions, including breakfast and lunch, for on-the-go and convenient prepared meals as consumer lifestyles become more hectic with work, family and social commitments.

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## Table of Contents

### Overview

What you need to know  
Issues covered in this Report

### Executive Summary

The market  
Figure 1: Estimated value sales of prepared meals, IoI, NI and RoI, 2014-19

Forecast  
Figure 2: Estimated index sales of prepared meals, IoI, NI and RoI, 2014-19

Market factors  
Food prices rising in the UK  
Scratch cooking impacts prepared meals usage  
Saturated fat remains a concern in prepared meals  
Busy lifestyles lead to more opportunities for prepared meals  
Companies and innovations

The consumer  
Pizza is the most popular prepared meal  
Figure 3: Types of ready meals and prepared foods consumers have eaten in the last month, NI and RoI, September 2019

Dinner time remains prime occasion for ready meals  
Figure 4: Occasions consumers typically eat ready meals or prepared foods, by type of prepared meal, NI and RoI, September 2019

Traditional ready meals appeal to Irish consumers  
Figure 5: Types of cuisines of prepared meals consumers have eaten in the last month, NI and RoI, September 2019

Consumers want prepared meals to be 'greener'  
Figure 6: Agreement with statements related to ready meals and prepared foods, NI and RoI, September 2019

### The Market – What You Need to Know

Ready meals forecast for 2.5% growth in 2019  
Food prices rising in the UK, falling in RoI  
Ready meals face strong competition from scratch cooking  
Sugar and saturated fat remain a concern  
Meals becoming more snackable

### Market Sizes and Forecast

2019 market estimated to experience 2.5% growth  
Figure 7: Estimated value sales of prepared meals, IoI, NI and RoI, 2014-24

Prepared meals market forecast 14% growth by 2024  
Figure 8: Estimated value sales of prepared meals, NI and RoI, 2014-24

### Market Drivers

Food prices are on the rise in NI

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Figure 9: Consumer price index of food and non-alcoholic beverages, UK (including NI), May 2017-August 2019

Figure 10: How consumers expect their personal financial situation to improve over the next 12 months, NI and RoI, September 2019

RoI consumers see food prices decline

Figure 11: Consumer price index of food, RoI, May 2017-August 2019

Almost half of consumers scratch cook five or more times a week

Figure 12: Frequency consumers eat meals cooked from scratch in a typical week, NI and RoI, September 2019

Figure 13: Top five reasons for cooking from scratch, NI and RoI, March 2018

Ethic animal claims could be the way forward

Sugar in prepared meals needs to be addressed

Figure 14: Ingredients in food and drink products consumers are concerned about, NI and RoI, June 2018

Snacks 'eating' into meal occasions

Figure 15: Consumer agreement with statements related to meals, NI and RoI, 2018-19

### Companies and Brands - What You Need to Know

Environmental claims dip in prepared meals

Brands respond to rising vegetarian and vegan trends

Retailers compete with the dining-out experience

### Who's Innovating?

New product development on the rise in ready meals

Figure 16: New products launched, by sub-category, UK and Ireland, 2014-19

Microwavable claims continue to lead innovation

Figure 17: Top 10 claims in prepared meals category, UK and Ireland, 2014-19

Sustainable packaging needs to be addressed in prepared meals

Figure 18: New products launched within prepared meals, by environmentally friendly packaging and recycling claims, UK and Ireland, 2014-2019

Chilled sector leads new product development

Figure 19: New products launched, by storage segment, UK and Ireland, 2014-19

Retailers could further their reach with alcohol

### Companies and Brands

Aldi (RoI only)

Key facts

Product portfolio

Brand NPD

Latest Developments

Birds Eye

Key facts

Product portfolio

Brand NPD

Latest Developments

Dr. Oetker

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Key facts  
Product portfolio  
Brand NPD  
Latest Developments  
Dunnes  
Key facts  
Product portfolio  
Brand NPD  
Latest Developments  
Kerry Foods  
Key facts  
Product portfolio  
Brand NPD  
Latest Developments  
Kraft Heinz  
Key facts  
Product portfolio  
Brand NPD  
Latest Developments  
Lidl  
Key facts  
Product portfolio  
Brand NPD  
Latest Developments  
Marks & Spencer  
Key facts  
Product portfolio  
Brand NPD  
Latest Developments  
Supervalu (Musgrave)  
Key facts  
Product portfolio  
Latest Developments  
Tesco  
Key facts  
Product portfolio  
Brand NPD  
Latest Developments

### The Consumer – What You Need to Know

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- Pizza is the top prepared meal bought by Irish consumers
- Prepared meals are performing best at dinner time
- Traditional cooking appeals to Irish consumers
- Prepared meals must innovate with environmentally friendly packaging

### Ready Meal Usage

- NI consumers eat prepared meals more than RoI
  - Figure 20: Types of ready meals and prepared foods consumers have eaten in the last month, NI and RoI, September 2019
- Pizza is the most popular prepared meal
  - Figure 21: Consumers who have eaten chilled or frozen pizza in the last month, NI and RoI, September 2019
  - Figure 22: Occasions consumers typically eat chilled or frozen pizza, NI and RoI, September 2019
- Younger consumers shy away from soups
  - Figure 23: Consumers who have eaten soup (eg tinned, chilled, packet) in the last month, NI and RoI, September 2019
  - Figure 24: Occasions consumers typically eat soup (eg chilled, tinned or in a pouch), NI and RoI, September 2019
- Women prefer cold side dishes
  - Figure 25: Consumers who have eaten soup (eg tinned, chilled, packet) in the last month, NI and RoI, September 2019

### Ready Meal Occasions

- Prepared meals eaten most for dinner occasion
  - Figure 26: Occasions consumers typically eat ready meals or prepared foods, by type of prepared meal, NI and RoI, September 2019
- Meal kits used most for evening meals
  - Figure 27: Occasions consumers typically eat meal kits (eg fajita kit), NI and RoI, September 2019
- Chilled vs frozen ready meals – the opportunities
  - Figure 28: Occasions consumers typically eat ready meals, by chilled vs frozen, NI and RoI, September 2019
- Healthy ready meals can target lunchtime trade
- Snack pots benefit from being versatile and convenient
  - Figure 29: Occasions consumers typically eat snack pots (eg pot noodle, porridge pot), NI and RoI, September 2019

### Ready Meal Cuisines

- Traditional prepared meals favoured
  - Figure 30: Types of cuisines of prepared meals consumers have eaten in the last month, NI and RoI, September 2019
- Men more likely to eat traditional prepared meals
  - Figure 31: Consumers who have eaten traditional British/Irish prepared meals (eg stew, shepherd's pie) in the last month, by gender and age, NI and RoI, September 2019
- Affluent consumers more likely to choose Italian
  - Figure 32: Consumers who have eaten Italian prepared meals in the last month, by social class, NI and RoI, September 2019
- Younger consumers opting for Mexican
  - Figure 33: Consumers who have eaten Mexican/Tex-Mex prepared meals (eg fajita, burrito) in the last month, by age, NI and RoI, September 2019

### Attitudes Towards Ready Meals

- More needs to be done to address packaging in prepared meals
  - Figure 34: Agreement with statements related to ready meals and prepared foods, NI and RoI, September 2019
- Ready meals bring new cuisines into the home

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Figure 35: Consumer agreement with the statement 'Prepared meals are an ideal way to sample a new cuisine', by age, NI and RoI, September 2019

### Frozen ready meal quality improving

Figure 36: Consumer agreement with the statement 'the quality of frozen ready meals has improved in recent years', NI and RoI, September 2019

Figure 37: Consumer agreement with the statement 'Chilled prepared meals have a superior taste compared to frozen options', NI and RoI, September 2019

### Prepared meals can give insight into vegan lifestyles

Figure 38: Consumer agreement with the statement 'prepared meals are an ideal way to sample vegetarian/vegan dishes', by gender, NI and RoI, September 2019

Figure 39: Selective diets consumers are currently adhering to, NI and RoI, June 2018 and June 2019

## Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Generational cohort definitions

Abbreviations

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