



March 2023

Breakfast Preferences - Ireland

"Increased consumer demand for value for money has required breakfast food brands to ensure they are offering more than just lower prices as consumers adapt to the cost of living crisis. As many are seeking enjoyable flavours and health benefits from their breakfasts, brands and businesses must do more to ...

February 2023

Butter and Spreads - Ireland

"Despite rising prices, butter and spreads remain popular among IoI consumers which will support the continued growth of the market. However, consumers are adapting to these prices during the cost-of-living crisis by seeking out value for money and private-label options more often. This should motivate butter and spread brands to ...