



December 2023

Beer & Cider - Ireland

"The cost of living crisis is taking its toll on the Irish beer and cider sector, with approximately six in ten drinkers noting financial concerns have seen them reduce their in-home and out-of-home beer/cider consumption. Moving forward, justifying value for money will be a key challenge for the sector ...

July 2023

Prepared Meals - Ireland

"Continued inflation has put more pressures on consumer spending, and has seen consumers avoid more pricey foodservice outlets. This in turn has helped to drive more consumers to use prepared meals at home. Prepared meals that can effectively re-create the restaurant experience are likely to be hold strong appeal." ...

June 2023

Consumer Snacking Habits - Ireland

"Consumers are seeking more portioned snacks in response to their on-the-go lifestyles and hybrid working arrangements that have seen them live a more flexible way of life and brands can support this through portioning and energy-boosting/immunity-supporting snacks. Amidst the cost-of-living crisis, consumers are prioritising taste over ethical concerns and ...

April 2023

Cheese - Ireland

"Despite the stressful events of recent years, the popularity of cheese has persevered as the market has remained accessible and affordable to consumers, regardless of their financial situation. The past year has seen opportunities for private label retailers to grow and improve the value of their products, which has resulted ...

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 ...

Upcoming Reports

Coffee Shops - Ireland - 2023

Ethical Food Consumer - Ireland - 2023

Fruit and Vegetables - Ireland - 2023

Artisan Food and Drink - Ireland - 2023

Bread & Baked Goods - Ireland - 2023