



April 2014

Fruit and Vegetables - Ireland

“There is a disparity between the NI and RoI fruit and vegetable markets, with the cost of these items growing for NI consumers, while decreasing for RoI consumers. Should the trend continue, it could see a re-emergence of cross-border shopping, with NI consumers visiting RoI retailers along the border to ...

Children's Eating Habits - Ireland

“Children’s eating habits are largely determined by their parents; meaning that the establishment of good dietary habits for children is primarily formed in the home. In order to gain the trust and loyalty of parents, supermarkets and restaurants should look to reinforce healthy eating messages outside of the home, be ...

March 2014

Cider - Ireland

“The cider market in Ireland has endured the same issues as the larger alcohol industry, with dwindling value sales in the on-trade as consumers increasingly drink at home. Cider reaps both the advantages and disadvantages of being seen as a summer drink, being seen as more refreshing than beer by ...

Crisps, Nuts and Corn Snacks - Ireland

“With links between diet and health becoming increasingly prominent, Irish crisp and snack brands should look to engage in NPD to produce a range of ‘better for you’ snacks, particularly using non-potato sources such as grains and production methods such as baked and high temperature and pressure (popped chips). Experimenting ...