



November 2013

Soup - Ireland

“The RoI soup market experienced a decline in sales since 2008, with 2012 marking the first year of recovery. The NI market proved to be less volatile with year-on-year sales mainly increasing. Both markets are forecast growth until 2018; however, innovations in health, flavour and convenience are needed to drive ...

October 2013

Attitudes To Food - Ireland

“With the economy showing slow signs of recovery, it is likely that consumers will continue to be driven by price when shopping for groceries. With home cooking and baking enjoying somewhat of a renaissance, and the structure of the population expected to change, opportunities exist for brands to develop and ...

September 2013

Yogurt - Ireland

“With the market for functional dairy products among elderly consumers well established, and the overall value of the Irish yogurt industry showing only modest growth, the producers of yogurt could consider targeting the underdeveloped segment of consumers aged 0-17 with functional products suited to their needs to increase their consumption ...

July 2013

Bread - Ireland

“The bread market has seen positive growth between 2008 and 2013, with bread being a household staple for many Irish households. Moving forward key challenges for the market will be dealing with increased costs of production, and demand for local sourcing of ingredients.”

Foodservice - Ireland

“The IoI foodservice market has experienced turbulent times since the onset of the economic downturn in 2008 when the market value declined by €1bn between 2008 and 2010. However, shoots of hope are emerging, with modest growth predicted in the coming years across the industry. Standout sectors have been identified ...