



December 2019

Attitudes towards Home Delivery and Takeaway - Ireland

“The takeaway market in Ireland is performing well in 2019, thanks to third-party delivery apps streamlining the ordering process and widening scope for outlets that do not traditionally offer delivery service. Looking ahead, rising health concerns create challenges and opportunities for takeaway services while keeping prices low is imperative for ...

November 2019

Sports and Energy Drinks - Examining the Differences - Ireland

“Irish appetites for sports and energy drinks have not waned post-sugar levy and moving forward they are showing an appetite for sports and energy drinks that offer mental stimulation, as well as physical – as well as continued desire for drinks made with natural ingredients.”

– Brian O'Connor, Senior ...

Prepared Meals - Ireland

“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 ...

Over-the-counter Vitamins and Supplements - Ireland

“With Irish consumers showing increasing levels of concern surrounding their health and fitness there are increased opportunities for vitamin and supplement products to grow their market – particularly with an ageing population. Furthermore, there is evidence that consumers would be interested in tailor-made supplement plans.”

– Brian O'Connor, Senior ...

October 2019

Evening Meal Preferences - Ireland

“Cooking from scratch remains a weekly, if not daily task, among Irish consumers despite the increasing investment into new product development of prepared



Food and Drink - Ireland



foods. While it is becoming more commonplace to skip breakfast and reduce the time spent during lunchtime, the evening meal is sacred with the majority of consumers ...