



## July 2016

### Beer - Ireland

“In a climate where discounters are currently excelling throughout IoI, we find that Irish consumers are becoming more driven towards unique, value-added beers and furthermore, are willing to pay a premium for this luxury. The rise in craft beers, which is set to continue in the years to come, has ...

## June 2016

### Artisan Food - Ireland

“With consumer confidence improving between 2015 and 2016 it will see consumers more willing to splash out on premium or luxury goods – to the benefit of artisan producers in Ireland. However, consumers will not splash their cash without forethought, and will still seek strong justification for paying more ...

## May 2016

### Cheese - Ireland

“Cheese remains an Irish household staple with seven in 10 Irish consumers purchasing cheddar in the last three months. Although the Irish cheese market is set for growth in 2016, this market still faces losing health-conscious consumers due to its perceived high levels of fat, calories and salt. However, the ...

### Bread - Ireland

“The bread market has enjoyed growth between 2014 and 2015, but deep discounting in the packaged bread sector of the market will inhibit future growth. However, with growing consumer confidence seeing more consumers splashing out on morning goods and specialist breads, this will help to sustain value growth.”

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