



## July 2015

### Artisan Food - Ireland

“The improving economic situation in NI and RoI has helped to see consumers loosen their purse strings a little in 2015 and to the benefit of artisan food products. That being said, moving forward, consumers will increasingly expect goods positioned as being artisan to prove these credentials.”

– Brian ...

### Innovations in Beer - Ireland

“The Irish beer market appears to have had a good year, with reported growth in 2014, however, the Irish market is not out of the woods just yet, with total sales expected to see a slight decrease in 2015. With increased innovation in the beer market, and in particular craft ...

## June 2015

### Cheese - Ireland

“With the cost of cheese for NI and RoI consumers continuing to decline in 2015 on the back of the abolition of the EU milk quotas, we will continue to see the value of the cheese sector decline. Moving forward cheese companies will need to look more closely at innovations ...

## May 2015

### Bread - Ireland

“Consumer interest in healthy baked goods should inspire NPD activity. Incorporating wholegrain as well as ancient grains such as chia and spelt is further likely to enhance the appeal of the category.”

– Sophie Dorbie, Research Analyst