



December 2015

Brand Loyalty in Food - Ireland

“When looking at the Irish market as a whole, consumers show a slightly stronger preference towards brands when it comes to indulgence items such as chocolate, spreads and alcohol. With staple foods (eg fruit and vegetables) however, consumers appear to have no preference or lean more towards own-label.”

— ...

Ready Meals - Ireland

“Times are tough for the ready meals market in Ireland, with consumers still fearful from the 2013 horsemeat scandal, coupled with the growing trend amongst Irish consumers towards scratch cooking. Going forward, the ready meals market is expected to witness 2.2% growth in 2015”

November 2015

Cereal - Ireland

“With sugar increasingly coming under scrutiny from health groups, government organisations and consumers themselves, we can expect to see cereal brands moving forward doing more to reduce their sugar usage – with a key challenge being to assure consumers that less sugar does not necessarily mean less taste.”

— ...

Innovations in Soft Drinks - Ireland

“The soft drinks industry has seen a period of strong innovation, with low-calorie and sugar trends helping to drive the market. Moving forward, with more pressure being exerted on the industry over the sugar content of some drinks, this will likely see companies doing more to reformulate their products to ...