



February 2020

Wine - Ireland

“The growing popularity of smaller packaging formats in recent years provides brands with opportunities to position ‘single-serve’ bottles of wine as an indulgent and permissible treat that consumers can enjoy with a meal or relaxing at home while moderating the amount of alcohol they drink.”

– James Wilson, Research ...

January 2020

Milk and Milk Alternatives - Ireland

“The growing media attention around the impact animal milk has on the environment has seen Irish consumers increasingly switch to milk alternatives. Highlighting the steps that they are taking to reduce their carbon footprint will enable milk producers to demonstrate their green credentials to increasingly eco-conscious consumers.”

– James ...