



February 2014

Coffee - Ireland

“Coffee’s appeal as part of a morning routine, as a ‘pick-me-up’ or as a treat amongst Irish consumers, is likely to see the category continue to perform well in the coming years. In order to drive growth within the market, brands should look to engage in NPD (New Product Development ...

Carbonated Beverages - Ireland

“Moving forward the key challenge faced by the carbonated beverages industry will be meeting the expectations of health-conscious consumers, as many still associate carbonates with being unhealthy. Looking forward, it is likely that the market will see a strong level of innovation in the diet category, with more products claiming ...

January 2014

Milk and Cream - Ireland

“Liquid milk remains a staple in Irish diets with the market forecast to achieve steady growth in the years ahead until 2018. In order to help drive growth further within the market and to keep consumers engaged with milk and cream, packaging, flavour and functional innovations should be explored.”

December 2013

Ready Meals - Ireland

“The ready meal market is expected to experience steady growth in the years ahead until 2018, boosted mainly by its convenience status amongst time-scarce consumers. In order to drive the category forward, brands should look to enhance the nutritional credentials of meals and adopt a more transparent approach to the ...

Chocolate Confectionery - Ireland

“The recent ban on advertising of foods that are high in fat, salt and sugar during children’s TV programming in RoI will negatively impact how the producers of chocolate confectionery promote to the key children’s market. As such, chocolate companies need to consider including healthier ingredients, such as stevia or ...