



## December 2022

### Attitudes towards Plant-based Alternatives - Ireland

"Proving value for money will be the key challenge for plant-based alternatives in 2022 and 2023 as cash-strapped consumers look to brands to justify extra costs. Health-boosting ingredients, sustainable credentials and convenience will be driving forces for the sector."

– **Brian O'Connor, Senior Consumer Analyst**

## November 2022

### Evolution in Food and Drink Packaging - Ireland

"The pandemic saw consumers re-evaluate their usage of packaging and attitudes towards it; prioritising health and safety over considerations such as sustainability. However, in 2022, consumers are again putting packaging waste front of mind, and evolving their usage of packaging in step with this."

## October 2022

### Bread & Baked Goods - Ireland

"Throughout the COVID-19 pandemic and the current ongoing world events, bread and baked goods have remained popular with Irish consumers for the comfort and familiarity they offer that are especially needed now. Therefore, it is important that amidst rising bread prices, companies ensure their products remain financially accessible and healthy ...

## September 2022

### Spirits - Ireland

"The COVID-19 pandemic has encouraged Irish consumers to adopt healthier food and drink behaviours and this has resulted in a decline in alcohol consumption and a subsequent increase in interest of low/no-alcohol options. This gives the Irish spirits market the opportunity to reimagine its future with the use of ...