



## December 2016

### Healthy Eating - Ireland

“In today’s market, most consumers aim to achieve a balanced diet – a middle ground where some unhealthy foods have a place. However, this has led to a decline in light or diet foods with a harsh attack witnessed on sugar in recent years. Meanwhile there is strong demand for ...

### Ready Meals - Ireland

“Ready meals struggle to overcome the ‘unhealthy’ image they have received in recent years with consumer perception still tainted from the 2013 horse meat scandal. Highlighting the traceability and high-quality ingredients and techniques used in the preparation of ready meals can tap into the current high interest in scratch cooking ...

## October 2016

### Chocolate Confectionery - Ireland

“Concerns over sugar are putting pressure on sales as Irish consumers limit their consumption of chocolate and buy healthier snacks compared to a year ago, indicating that consumers are switching to healthier alternatives. Placing a greater emphasis on smaller-portion formats can help brands position chocolate as a treat that can ...

### Soft Drinks - Ireland

“2016 was a good year for on-trade sales of soft drinks, particularly carbonates as improving consumer sentiment saw greater out-of-home spending on leisure activities. However, consumer concerns about sugar have continued to grow and with looming taxation of sugary carbonates this will make reformulating drinks to contain less sugar all ...

### Meat and Meat Substitutes - Ireland

“Growing concern over health is likely to increasingly guide consumers when selecting meat products, and may see consumers limit their weekly usage of processed meats and opt for leaner types of meats in order to maintain a healthy diet. This trend will help to generate greater opportunities for meat substitute ...

## August 2016

### Yogurt - Ireland

“With the yogurt market set for growth in 2016, the category benefits from its ability to be regarded as both a healthy alternative for snacking or meals and also as a treat or dessert. Although sugar content is still a key concern for Irish consumers, emphasising naturally lower sugar varieties ...

### Deli and Hot Foods Counters - Ireland

“Consumers are increasingly demanding both more transparency from foodservice providers in regards to nutritional information, as well as healthy options when buying food from deli and hot food counters. Exploiting the protein diet trend might help to boost sales at deli and hot food counters.”

– Brian O’Connor, Senior ...

## July 2016



## Beer - Ireland

“In a climate where discounters are currently excelling throughout IoI, we find that Irish consumers are becoming more driven towards unique, value-added beers and furthermore, are willing to pay a premium for this luxury. The rise in craft beers, which is set to continue in the years to come, has ...

## June 2016

### Artisan Food - Ireland

“With consumer confidence improving between 2015 and 2016 it will see consumers more willing to splash out on premium or luxury goods – to the benefit of artisan producers in Ireland. However, consumers will not splash their cash without forethought, and will still seek strong justification for paying more ...

## May 2016

### Cheese - Ireland

“Cheese remains an Irish household staple with seven in 10 Irish consumers purchasing cheddar in the last three months. Although the Irish cheese market is set for growth in 2016, this market still faces losing health-conscious consumers due to its perceived high levels of fat, calories and salt. However, the ...

### Bread - Ireland

“The bread market has enjoyed growth between 2014 and 2015, but deep discounting in the packaged bread sector of the market will inhibit future growth. However, with growing consumer confidence seeing more consumers splashing out on morning goods and specialist breads, this will help to sustain value growth.”

– ...

## April 2016

### Fruit and Vegetables - Ireland

“The drive among Irish consumers to improve their diets and overall health has helped to boost the usage of fruit and vegetables in both NI and RoI – with produce dubbed as ‘superfoods’ seeing sales improve drastically during 2015. However, many consumers still struggle to reach their five-a-day, pointing to ...

## March 2016

### Whiskey and Dark Rum - Ireland



“Improving consumer confidence and the influx of tourism to NI and RoI has helped to boost the overall alcohol industry in Ireland during 2015 – including the whiskey and rum markets. Moving forward into 2016, if economic improvement continues it will see the value sales of whiskey and rum continue ...

### February 2016

#### Consumer Snacking Habits - Ireland

“While health considerations are important for Irish consumers when snacking, they are also choosing to indulge in products such as chocolate and cakes. As such, developing healthy snacks that focus on taste can tap into the treat factor that consumers are looking for and enable them to consume fewer calories ...