



June 2014

Beer - Ireland

“The Irish beer market continues to struggle in 2014, with volume and value sales in the on-trade continuing to decline, as consumers drink at home more. The market has however experienced a strong level of innovation in terms of flavour, packaging and new product launches by craft brewers, helping to ...

Foodservice - Ireland

“Convenience continues to be the primary driver in consumers’ choice of foodservice establishment when dining outside of the home, providing a boost to the QSR and coffee shop channels. Full service outlets should look to menu innovation in addition to establishing an online presence to encourage consumers to dine outside ...

May 2014

Milk and Cream - Ireland

“Usage and sales of milk and cream remained strong in Ireland during 2013 and are expected to do so in 2014. Moving forward into 2015, with the removal of the EU milk quotas and increasing demand for Irish dairy products overseas, we could see milk prices become more volatile ...

Bread - Ireland

“The all-Ireland bread market has experienced steady growth between 2009 and 2014, boosted by almost universal usage by Irish consumers. Looking ahead in order to drive growth within the market, brands should look to speciality breads as consumer spending improves in addition to flavour and format innovations to add value ...