



July 2023

Prepared Meals - Ireland

“Continued inflation has put more pressures on consumer spending, and has seen consumers avoid more pricey foodservice outlets. This in turn has helped to drive more consumers to use prepared meals at home. Prepared meals that can effectively re-create the restaurant experience are likely to be hold strong appeal.” ...

June 2023

Consumer Snacking Habits - Ireland

"Consumers are seeking more portioned snacks in response to their on-the-go lifestyles and hybrid working arrangements that have seen them live a more flexible way of life and brands can support this through portioning and energy-boosting/immunity-supporting snacks. Amidst the cost-of-living crisis, consumers are prioritising taste over ethical concerns and ...

April 2023

Cheese - Ireland

“Despite the stressful events of recent years, the popularity of cheese has persevered as the market has remained accessible and affordable to consumers, regardless of their financial situation. The past year has seen opportunities for private label retailers to grow and improve the value of their products, which has resulted ...