



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 ...

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 ...

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 ...