



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 ...