



November 2017

Artisan Food – Attitudes to Provenance - Ireland

“Provenance remains important for Irish consumers when it comes to food. Indeed, ‘Made in’, ‘Made by’ and ‘Made since’ all matter to consumers as they tell the story behind the product. In short, provenance signals all the things that consumers care about – quality, animal welfare and environmental ...

October 2017

Ice Cream & Desserts - Ireland

“In 2018, the Irish ice cream and dessert market is forecast for further growth, despite the growing national obesity concern and a general healthy living trend witnessed in recent years. Although many accept this category as a sweet treat for indulging, innovation lies in developing ‘healthier’ options and catering to ...

Soft Drinks - Ireland

“Sugar content continues to be the dominant theme in the soft drinks market, with the April 2018 introduction of the sugar tax/ levy likely to disrupt consumer drinking habits somewhat. Moving forward we are likely to see an increased shift to diet/ low-sugar variants.”