



June 2019

Beer & Cider - Ireland

“The beer market in Ireland is robust with 2019 getting off to a strong start in terms of sales, this is despite concerns over consumer confidence. Craft beer witnessed another year of exceptional growth in 2018, however we could see this dip as the consumer desire to lead a healthier ...

May 2019

Cheese - Ireland

“Cheese remains a staple in Irish households with value sales in IoI set for growth in 2019, however, Brexit casts an uncertainty for long-term growth, particularly as both the UK and Ireland rely heavily on each other for cheese trading. Diversifying from cheddar could create future growth opportunities for Irish ...

April 2019

Bread & Baked Goods - Ireland

“Bread remains a staple in most Irish homes and as such, sales have remained positive despite the lingering popularity of low-carb diets. Although sugar consumption remains a concern, baked goods are somewhat exempt from this given the nature of the indulgence category and therefore offer an opportunity for brands to ...