



January 2021

Free-from Foods - Ireland

“The free-from category has experienced exceptional growth in recent years and 2020 was no different. More time spent at home coupled with the closure of foodservice and the bulk-buying behaviours witnessed during the beginning of the pandemic all resulted in increased demand for free-from foods.”

– Emma McGeown, Senior ...

December 2020

Prepared Meals - Ireland

“Prepared meals have witnessed a difficult year in 2020. Consumers working from home more often, indefinitely in some cases, coupled with lockdown, has witnessed a boost of scratch cooking and a drop in demand for prepared foods. However, there are some slight wins with pizza, for example, being considered a ...

November 2020

The Ethical Food Consumer - Ireland

“Animal welfare and environmental and health concerns are among key reasons for buying ethical food and drink among Irish consumers, however, there is uncertainty among consumers over what the different ethical certifications stand for and whether their buying choices make a difference. This is only being exacerbated as COVID-19 has ...

October 2020

Chilled vs Frozen Foods - Ireland

“During the COVID-19 pandemic grocery retailing soared as consumers shifted away from foodservice and had more time for at-home cooking – benefiting chilled foods significantly, for example meat/poultry. The lower price point of frozen foods coupled with its longer shelf life saw demand for frozen food rise significantly as ...

September 2020



Water and Juice Drinks - Ireland

“Even before the impact of COVID-19, consumer concern regarding plastic bottles had taken its toll on sales of water with consumers shown to be embracing reusable bottles, while in the juice sector concerns over sugar content had subdued sales somewhat. With COVID-19 impacting sales of drinks, particularly via the on-trade ...

Butter and Spreads - Ireland

“Pre-COVID-19, the breakfast and lunch occasions were moving from in-home consumption to out-of-home due to the time pressures of modern life. As that trend has backpedalled drastically, butter and spreads are benefitting from increased usage, which is set to continue in 2020 and beyond. In addition, financial pressures and concerns ...

July 2020

Consumer Snacking Habits - Ireland

“Irish consumers are stocking up on shelf stable goods in response to COVID-19 and with more consumers spending time at home, they are seeking affordable indulgence with comfort foods including sweet and savoury snacks witnessing a boom. However, better-for-you is gaining ground and as lockdown eases, priorities are shifting as ...

May 2020

Cheese: Inc Impact of COVID-19 - Ireland

“Cheese continues to be one of the most innovative and dynamic categories in the Irish food and drink sector – making it a staple good in most consumers’ weekly shopping basket. In the wake of COVID-19, the increase in online shopping and cooking at home is likely to see greater ...

February 2020

Wine - Ireland

“The growing popularity of smaller packaging formats in recent years provides brands with opportunities to position ‘single-serve’ bottles of wine as an indulgent and permissible treat that consumers can enjoy with a meal or relaxing at home while moderating the amount of alcohol they drink.”

– James Wilson, Research ...

January 2020



Milk and Milk Alternatives - Ireland

“The growing media attention around the impact animal milk has on the environment has seen Irish consumers increasingly switch to milk alternatives. Highlighting the steps that they are taking to reduce their carbon footprint will enable milk producers to demonstrate their green credentials to increasingly eco-conscious consumers.”

– James ...