



June 2013

Poultry - Ireland

“Chicken is dominating the poultry category at present due to its attractive price point and its versatility. However, the Irish poultry market faces challenges, with high levels of imported chicken dominating the market due to its lower wholesale price. Consumer desires for local poultry on retail shelves could prove challenging ...

Meat - Ireland

“The meat market in Ireland has seen strong value growth year on year despite the downturn, and although the horsemeat scandal of 2013 is likely to have a lasting impact on sales of processed meat products, it has been to the overall advantage of sales of unprepared meat products, and ...

April 2013

Cereals - Ireland

“The cereal market in Ireland has gone from strength to strength in the last few years, with its positioning as an easy-to-prepare and nutritious breakfast helping to sustain market growth. However, associations of some cereal types with childhood obesity represent a key challenge for the market, and moving forward we ...

March 2013

Cheese - Ireland

“Cheese is a staple product in Irish households. However, the category is suffering from an unsustainable level of promotional activity, which is being used to boost sales amidst increased prices. Future growth within the category will be dependent on increased usage and purchase frequency. Value-added products in both the snacking ...