



November 2021

Attitudes towards Cooking and Baking - Ireland

“COVID-19 left Irish consumers with more spare time, and many used this time to take up cooking and baking – or indeed to improve their confidence in doing so. While a strong contingent expects to continue to cook and bake more often post-COVID-19, this will likely depend on how much ...

October 2021

Meat and Meat Substitutes - Ireland

“COVID-19 has driven sales in the meat sector, with great at-home dining driving the market. Meat substitutes have also grown in popularity as two out of 10 Irish consumers identify with the flexitarian diet. There are many consumers moving towards a plant-based diet for ethical reasons, however, eating meat will ...

Attitudes towards In-home Drinking - Ireland

“With vaccinations continuing in Ireland, the desire among Irish consumers to drink more at pubs and bars is increasing. However, concerns related to the spread of the Delta variant of COVID-19 may see many consumers prefer to spend more of their leisure time at home for the remainder of 2021 ...

September 2021

Butter and Spreads - Ireland

“Butter and spread usage has benefitted from the impact of COVID-19 as consumer behaviour shifted during lockdown. Consumers have utilised their time at home by being creative with their spare time and picking up new hobbies such as baking or cooking from scratch – as well as consuming more meals ...