



November 2018

Soft Drinks - Ireland

“The summer of 2018 helped to drive sales value forward, but increasingly consumers are wary of the environmental impact of plastic – and unless soft drinks companies can introduce more environmentally-friendly packaging and policies, they could see sales suffer”

Artisan Food - Ireland

“Concerns around food safety and quality have seen the issue of traceability become increasingly important to Irish consumers. More widely adopting tracing technology and highlighting their traceability procedures will help specialist food retailers to provide consumers with more information about the origin of their products and reinforce their quality credentials ...

October 2018

Breakfast - Ireland

“Despite being touted as the most important meal of the day, the majority of Irish consumers are making time to eat breakfast but perhaps not every day. Product innovation paired with consumers’ increasingly busy schedules is causing some to switch to snacking for this occasion – offering opportunities to brands ...