



December 2014

Stocks and Sauces - Ireland

“Reformulating stocks and sauces to produce low salt and sugar variants is likely to appeal to health-conscious Irish consumers and encourage more frequent usage, thus driving value growth in the market.”

– **Sophie Dorbie, Research Analyst**

Non-carbonated Beverages - Ireland

“Concern about sugar continues to grow, with half of Irish consumers worried about the sugar content of some juices. Moving forward this will likely see continued new products being launched containing natural sweeteners to appeal to concerned consumers.”

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Cereal Bars and Breakfast Biscuits - Ireland

“Cereal bar brands should look to the US market for NPD inspiration with regard to protein-rich launches. With Irish consumers keen to see more protein-packed bars, such developments could add value to the overall category.”

– **Sophie Dorbie, Research Analyst**

Poultry - Ireland

“Cooking from scratch continues to be an important trend in the wider food industry, and suppliers of unprepared poultry products stand to benefit, with Irish consumers seeing poultry as a versatile ingredient that can be included in any number of different types and styles of cuisine.”

– **Brian O'Connor ...**