



October 2016

Meat and Meat Substitutes - Ireland

“Growing concern over health is likely to increasingly guide consumers when selecting meat products, and may see consumers limit their weekly usage of processed meats and opt for leaner types of meats in order to maintain a healthy diet. This trend will help to generate greater opportunities for meat substitute ...

August 2016

Yogurt - Ireland

“With the yogurt market set for growth in 2016, the category benefits from its ability to be regarded as both a healthy alternative for snacking or meals and also as a treat or dessert. Although sugar content is still a key concern for Irish consumers, emphasising naturally lower sugar varieties ...

Deli and Hot Foods Counters - Ireland

“Consumers are increasingly demanding both more transparency from foodservice providers in regards to nutritional information, as well as healthy options when buying food from deli and hot food counters. Exploiting the protein diet trend might help to boost sales at deli and hot food counters.”

– Brian O'Connor, Senior ...