



April 2015

Fruit and Vegetables - Ireland

“Ongoing price wars within the fruit and vegetable sector have been to the benefit of Irish shoppers, but to the detriment of the market value of the fruit and vegetable sector in Ireland. However, volume sales of produce have improved between 2013 and 2014, as Irish consumers increasingly try to ...

February 2015

Fish and Seafood - Ireland

“Increasing the availability of alternative fish species in-store and within new products, backed by promotional activity and recipe suggestions, may encourage consumers to opt for new fish options and go some way towards tackling sustainability issues.”

– **Sophie Dorbie, Research Analyst**

January 1970

Spirits - Ireland

“While high taxation and the looming threat of minimum alcohol pricing makes drinking spirits a costly endeavour in Ireland, growing consumer confidence might help to see the spirits market recover somewhat in 2015.”

– **Brian O'Connor, Production Manager**