



January 2023

Coffee Shops - Ireland

"With the cost of a visit to a coffee shop increasing in 2022, and consumers having less disposable income, it is likely that overall footfall to Irish coffee shops will be impacted. However, Irish consumers are confirmed coffee users and can still be tempted in-store with a good value for ...

December 2022

Attitudes towards Craft Drinks - Ireland

"The craft alcoholic drink market in IoI is experiencing significant growth and opportunity for sustainable production but faces a large barrier in the form of the cost-of-living crisis, which could impact sales as consumers are being more cautious about what they spend their money on. Also, consumers are drinking alcohol ...

Attitudes towards Plant-based Alternatives - Ireland

"Proving value for money will be the key challenge for plant-based alternatives in 2022 and 2023 as cash-strapped consumers look to brands to justify extra costs. Health-boosting ingredients, sustainable credentials and convenience will be driving forces for the sector."

– Brian O'Connor, Senior Consumer Analyst

November 2022

Attitudes towards Healthy Eating - Ireland

"In a post-pandemic era, consumers are increasingly seeking out ways to become healthier and support different aspects of their health, and companies/brands are producing a range of food and drink that cater to this health trend, including healthier alternatives and functional products. Amidst this proactive health trend, it is ...

Evolution in Food and Drink Packaging - Ireland

"The pandemic saw consumers re-evaluate their usage of packaging and attitudes towards it; prioritising health and safety over considerations such as sustainability. However, in 2022, consumers are again putting packaging waste front of mind, and evolving their usage of packaging in step with this."

October 2022

Bread & Baked Goods - Ireland

"Throughout the COVID-19 pandemic and the current ongoing world events, bread and baked goods have remained popular with Irish consumers for the comfort and familiarity they offer that are especially needed now. Therefore, it is important that amidst rising bread prices, companies ensure their products remain financially accessible and healthy ...



September 2022

Spirits - Ireland

“The COVID-19 pandemic has encouraged Irish consumers to adopt healthier food and drink behaviours and this has resulted in a decline in alcohol consumption and a subsequent increase in interest of low/no-alcohol options. This gives the Irish spirits market the opportunity to reimagine its future with the use of ...

July 2022

Prepared Meals - Ireland

“Runaway food price inflation and cost-of-living increases are going to have a strong impact on consumers’ usage of prepared meals – seeing fewer consumers splashing out on lunches via foodservice establishments – and creating opportunities for prepared meals – especially those that aim to recreate ‘restaurant experiences’. At the same ...

June 2022

Consumer Snacking Habits - Ireland

“In a post-COVID-19 era, consumer demand for snacks has remained high. However, the market is currently facing challenges which include the cost-of-living crisis, the Ukraine war and the obesity crisis that have impacted affordability, production of food ingredients and packaging materials and snacking perceptions. To ensure consumers continue to snack ...

April 2022

Cheese - Ireland

“Cheese usage has increased amongst COVID-19 and Brexit, and sales are expected to remain stable amidst the impact of the conflict between Russia and Ukraine. Even if prices are due to increase, it is believed that cheese is a popular enough product in Irish households that consumers will continue to ...

March 2022



The Night Out - Ireland

“While the lifting of COVID-19 restrictions on hospitality/night out operators in early 2022 will help to boost overall usage and spending on night out activities, a strong increase in the cost of living as well as operating (foodservice and on-trade operators are also increasing prices) will see cash-strapped consumers ...

Lunchtime Preferences - Ireland

“COVID-19 has changed the lunchtime space as consumers are eating more meals in home more than ever before. As many workplaces across IoI are moving towards a hybrid workplace, consumers have the freedom to spend more time making creative and innovative meals that suit their needs. Takeaway lunches and on-the-go ...

February 2022

Milk and Dairy Alternatives - Ireland

“The milk and dairy alternative market continues to grow and evolve as milk is a staple product in most Irish homes. COVID-19 has seen consumers spend more time at home and seek out products rich with health benefits, putting at-home milk consumption at an all-time high. However, dairy alternatives are ...