

Poultry - Ireland - March 2013

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This report looks at the following areas:

- Is growth within the poultry category centred on the chilled offering?
- How have poultry sales benefited from the horsemeat scandal?
- Which types of innovations are driving growth within the poultry category?
- What are Irish consumers' main motivating factors when purchasing poultry products?

Consumption of poultry is increasing, with the market estimated to reach €871 million for all-Ireland by 2018. This signifies the strong market position of poultry products and this has been further bolstered by the negative press associated with the processed meat category since the onset of the horsemeat scandal at the beginning of 2013. In addition, poultry (in particular chicken) is typically viewed as a healthy protein choice when compared to red meat alternatives such as beef.

However, the poultry category is not immune to consumer distrust, with the horsemeat scandal putting the importance of full traceability to the forefront of consumers' minds. The high level of imports within the retail and foodservice market in Ireland pose questions on the long-term viability of the Irish poultry industry and flags up the need to address the price vs provenance debate.



"Chicken is dominating the poultry category at present due to its attractive price point and its versatility. However, the Irish poultry market faces challenges, with high levels of imported chicken dominating the market due to its lower wholesale price. Consumer desires for local poultry on retail shelves could prove challenging into the future if cheaper imports continue to dominate the market."

– Clare McCall, Senior Food Analyst

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