

Bread - Ireland - July 2013

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This report looks at the following areas:

- What impact are increasing production costs having on the Irish bread market?
- What are the key mealtimes that consumers eat bread?
- What are the most popular types of bread?
- What is considered most important when buying bread?
- What role do free-from breads have to play in the Irish market?

The Irish bread market has seen strong growth in value since the onset of the recession, with bread seen as a vital household staple weathering consumer cutbacks. Moving forward, as the cost of production increases, it may see consumers reduce their spending on bread products, or indeed switch to cheaper own-label products.

This report examines the retail market for bread products in both NI and RoI, focusing on bread bought through retailers for use at home or for packed lunches, etc. Bread bought via foodservice channels is not examined in this report.



“The bread market has seen positive growth between 2008 and 2013, with bread being a household staple for many Irish households. Moving forward key challenges for the market will be dealing with increased costs of production, and demand for local sourcing of ingredients.”
- **Brian O'Connor, Production Manager**

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