

# Bread - Ireland - April 2014

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## This report looks at the following areas:

- How can the health concerns about bread be addressed?
- What opportunities are there for manufacturers to add value to the bread category?
- What occasions are most popular for bread consumption amongst Irish consumers?
- Which types of bread are Irish consumers favouring and for what mealtimes?

Bread is a staple within Irish diets, with packaged bread benefiting from almost universal appeal, having been purchased by over 90% of consumers in the past three months (Toluna, March 2014).

Due to its widespread appeal and versatility, the all-Ireland bread/bread products market has enjoyed value growth between 2009 and 2014, with rising production costs also being a driving factor.

Speciality breads (eg baguettes, pittas, naan) have enjoyed standout growth 2012 and 2014 as consumer spending improves. With 47% of RoI and around four in 10 NI consumers willing to pay more for high-quality freshly baked bread, this sector looks set to continue to grow.

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 all-Ireland bread market has experienced steady growth between 2009 and 2014, boosted by almost universal usage by Irish consumers. Looking ahead in order to drive growth within the market, brands should look to speciality breads as consumer spending improves in addition to flavour and format innovations to add value and excite consumers.”

– Sophie Dorbie, Research Analyst

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