

Ready Meals - Ireland - November 2015

Report Price: £1095.00 | \$1773.30 | €1390.99

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“Times are tough for the ready meals market in Ireland, with consumers still fearful from the 2013 horsemeat scandal, coupled with the growing trend amongst Irish consumers towards scratch cooking. Going forward, the ready meals market is expected to witness 2.2% growth in 2015”

Emma McGeown, Research Analyst

This report looks at the following areas:

- What are the market challenges for ready meals?
- How is the market expected to perform in 2015?
- What are the most popular ready meals?
- What cuisines are most popular among Irish consumers?
- What are the qualities associated with ready meals?

The ready meals market in Ireland is forecast to perform well in the coming year, with a 2.2% growth estimated for this market in 2015. Although this market is forecast for growth in the coming year, a significant portion of this growth is expected from the chilled ready meals market with this segment representing 80% of the Irish ready meals market.

Definition

This report covers the NI and ROI retail market for ready meals, covering chilled, frozen and ready-to-cook meals. Whilst meal kits are discussed in the section in the report, they are not included in the Market Size and Forecast section.

For the purposes of this report four main categories of ready meals will be discussed:

Chilled

– Complete chilled meals which are required to be heated in the oven or microwave prior to serving, eg lasagne, tikka masala, spaghetti Bolognese. This consists of a single meal so consumers do not need to add items such as vegetables, pasta or rice, such as single ethnic dishes like chicken tikka.

Frozen

– Complete frozen meals which are required to be heated in the oven or microwave prior to serving, eg shepherd's pie, curry and rice.

Ready-to-cook meals

– These are meals that need no further preparation other than opening a packet and cooking (usually in the oven) the products according to the on-pack instructions, eg Tesco Fresh & Easy Chicken Breast with Sage & Onion Stuffing.

Meal kits

– Meals such as these require assembly and/or the addition of ingredients to create a complete meal, such as fajita kits which include tortillas, salsa and spice mix, but require the addition of vegetables and/or meat/chicken.

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