

# Chilled vs Frozen - Consumer Preferences - Ireland - March 2017

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## This report looks at the following areas:

This Report will examine consumer preferences of chilled and frozen food on the island of Ireland. This includes all those sold via grocery retail channels in NI and RoI.

Preferences for chilled and frozen food are similar across the island of Ireland. Preference for chilled is particularly high for cuts of meat and poultry, while pizza continues to be a firm favourite in the frozen market. Going forward, consumer trends, including the rise in one- and two-person households and the growing awareness of food waste, will entice more consumers to opt for frozen food.



"The frozen food market has remained resilient after consumer confidence took a hit following the horsemeat scandal in 2013 with market value expected to experience growth over 2017. Indeed, premiumisation has challenged quality perceptions and brought much added value to the frozen food market."

– Aisling Kearney, Research Analyst

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