

Poultry & Poultry Substitutes - Ireland - September 2017

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“The Irish poultry market continues to perform well with strong demand for chicken products helping to drive sales. Going forward, an opportunity exists to promote turkey as a healthier alternative due to consumer concerns over fat.”

– **Aisling Kearney, Research Analyst**

This report looks at the following areas:

The value of the Irish poultry market is continuing to grow and is predominantly being driven by the widespread demand for chicken products which make up the majority of poultry sales. Looking ahead, as consumers adopt healthier lifestyles, growing awareness of the health dangers of red meat and the lower fat content of poultry will sway consumers more towards poultry products.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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VBites Foods

Linda McCartney Foods

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