

Bread - Ireland - April 2018

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“Sliced white loaves and pancakes are the main types of pre-packaged bread products bought by Irish consumers but pre-packaged wholemeal bread is gaining in popularity as increasingly health-conscious consumers are turning to ‘better-for-you’ products as they look to improve their diets and overall health and wellbeing.”

- James Wilson, Research Analyst

This report looks at the following areas:

- UK/NI consumers see bread prices increase
- Irish consumers visiting artisan bakeries
- RoI consumers prefer own-label breads, branded goods preferred in NI
- RoI consumers see personal finances improve

Sliced white loaves and pancakes are the main types of pre-packaged bread products purchased by Irish consumers. However, pre-packaged wholemeal bread is gaining in popularity as increasingly health-conscious consumers are turning to ‘better-for-you’ products to improve their diets and overall health and wellbeing. Irish consumers also think it is important to know where the ingredients in bread come from. Greater transparency throughout their supply chains can, therefore, show that bread and baked goods manufacturers and retailers have nothing to hide about their ingredients or from where they are sourced – something that will help brands to build trust among increasingly sceptical consumers.

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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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