

# Meat and Meat Substitutes – Ireland – 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and meat/meat substitutes.
- The continued growth of the meat/meat substitute market.
- Eco and ethical issues affecting consumer attitudes towards meat.
- Opportunities for meat substitutes.
- The importance of consumer health when purchasing meat/meat substitutes.

The meat and meat substitute markets have been growing year-on-year with an accelerated growth rate due to COVID-19. Consumers spent more time at home in 2020/21 and as such are cooking more in the home, which has led to purchasing more meat products. This time in the home has also led to consumers expanding their meal options and trying meat substitutes, giving Irish consumers a greater insight into the range of products they could have during mealtimes.

Consumers have also begun cutting back on meat and switching to meat substitutes for several reasons. Environmental reasons are pushing Irish consumers to choose more environmentally friendly products at dinnertime, followed by health reasons; some research suggests that consumers who eat too much red meat can develop health issues, which has motivated them to substitute meat with healthier options. Ethical reasons will also push consumers to seek out ethically sourced animal products; consumers care about animal welfare which means they could change their diet to suit their beliefs.



“COVID-19 has driven sales in the meat sector, with great at-home dining driving the market. Meat substitutes have also grown in popularity as two out of 10 Irish consumers identify with the flexitarian diet.”

– **Natalie Magill, Market Research Analyst**

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