

Prepared Meals - Ireland - 2022

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and prepared meals.
- The impact of the war in Ukraine and resultant price inflation on consumer spending/usage of prepared meals.
- Importance of health credentials for prepared meals, and the opportunities provided by gut health.
- How prepared meals can better leverage sustainability claims.

Prepared meal value sales in Ireland are anticipated to see strong growth between 2021 and 2022, however, much of this may be driven by price inflation. Higher costs of living might see more Irish consumers forego nights out and out-of-home dining in general to control their spending – creating opportunities for prepared meals to offer ‘the restaurant experience at home’.

Furthermore, the increase in cooking skills gained by many Irish consumers during the COVID-19 lockdowns will have a long-reaching impact on how often consumers cook from scratch, and change the types of prepared meals Irish consumers use – particularly for evening meals, potentially seeing greater use of ‘shortcut’ products such as meal kits or prepared vegetables, etc.



“Runaway food price inflation and cost-of-living increases are going to have a strong impact on consumers’ usage of prepared meals – seeing fewer consumers splashing out on lunches via foodservice establishments – and creating opportunities for prepared meals – especially those that aim to recreate ‘restaurant experiences’.”

– **Brian O’Connor, Senior Consumer Analyst**

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