



# Lunchtime Preferences - Ireland - 2022

Report Price: £1495 | \$1995 | €1800

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## This report looks at the following areas:

- The impact of COVID-19 on lunchtime preferences
- Lunchtime preferences eating in-home vs out-of-home
- Consumer attitudes towards lunchtime preferences
- Health in lunchtime preferences

Lunchtime preferences have begun to evolve again as consumers' circumstances have continued to shift over the past year. COVID-19 has had a huge impact on how consumers operate in work, meaning there is a mix of working from home/hybrid working, allowing consumers to create their meals in-home compared to buying on-the-go products whilst heading into the workplace.

Consumers have been focusing on their health because of COVID-19; they want to improve their health through their diet in order to protect themselves from the virus. This health kick has impacted their lunchtime preferences as consumers will have higher standards regarding their meals. As COVID-19 affects consumers financial situations and the cost of living continues to increase, consumers may opt for cheaper lunch alternatives such as making lunches at home or seeking out healthy prepared meals.



“COVID-19 has changed the lunchtime space as consumers are eating more meals in home more than ever before. As many workplaces across Ireland are moving towards a hybrid workplace, consumers have the freedom to spend more time making creative and innovative meals that suit their needs.”

– Natalie Magill, Market Research Analyst

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