

Breakfast Preferences - Ireland - 2023

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This report looks at the following areas:

- The impact of the conflict in Ukraine on the breakfast sector.
- The growth of the plant-based meat market.
- Support needed for the foodservice industry.
- How breakfast brands are adapting to HFSS restrictions.
- The impact of the cost-of-living crisis.
- Opportunities for cereal brands to improve their packaging.

As consumers continue to live through a challenging financial period, they are looking beyond lower prices to receive value for money from the brands they buy from. In the lol breakfast sector, this is no different, as consumers are seeking options with functional ingredients to support health and fulfilling flavours to bring joy and a sense of escapism to their first meal of the day.

In this sector, there is further opportunity for meat substitutes to grow as part of consumers' motivation to expand their tastes and introduce more plant-based proteins to their diet. Private-label breakfast foods also have the opportunity for growth as affordability remains a high priority for many, but attention should be paid to the quality of the products.



“Increased consumer demand for value for money has required breakfast food brands to ensure they are offering more than just lower prices as consumers adapt to the cost of living crisis.”

– **Rebecca Blenman,**
Research Analyst

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