Concerns around food safety and quality have seen the issue of traceability become increasingly important to Irish consumers. More widely adopting tracing technology and highlighting their traceability procedures will help specialist food retailers to provide consumers with more information about the origin of their products and reinforce their quality credentials.”
– James Wilson, Research Analyst

This report looks at the following areas:

Interest in artisan food continues to grow in Ireland as consumers increasingly turn to higher-quality local food and drinks. Irish consumers are most likely to buy these products for a special occasion, such as a dinner party or Christmas, with butchers, bakeries and greengrocers the most popular types of specialist retailers.
Artisan Food - Ireland - November 2018

Table of Contents

Overview

What you need to know
Issues covered in this Report

Executive Summary

The market
Figure 1: Estimated speciality food sales, by value, NI and RoI, 2013-18

Forecast
Figure 2: Indexed estimated speciality food sales, NI and RoI, 2013-23

Market factors
Food markets a key channel for specialist food producers
Supermarkets offer a viable channel for local artisan foods
Consumers willing to pay more for food sourced locally
Personal finances improve across Ireland
Companies, brands and innovations
The consumer
Butchers popular among Irish consumers
Figure 3: Types of food specialists/artisan retailers visited in the last three months, NI and RoI, September 2018

Freshness highly important when buying artisan food
Figure 4: Factors that are important to consumers when shopping for food and drink in specialist/artisan food stores, NI and RoI, September 2018

Special occasions the main driver of artisan food usage
Figure 5: Agreement with statements related to usage of artisan food, NI and RoI, September 2018

Specialist food retailers aid new product discovery
Figure 6: Agreement with statements related to artisan food, NI and RoI, September 2018

What we think

The Market – What You Need to Know
Value of speciality food sales to grow in 2018
Food markets important locations for artisan producers
Supermarkets a viable channel for artisan producers
Personal finances improving across Ireland

Market Size and Forecast
Artisan food sales to grow in 2018
Figure 7: Estimated speciality food sales, by value, IoI, NI and RoI, 2013-23
RoI driving artisan food sales over the next five years
Figure 8: Indexed estimated speciality food sales, NI and RoI, 2013-23

Market Drivers
Specialist food markets popular in Ireland

BUY THIS REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com
Artisan Food - Ireland - November 2018

Figure 9: Types of specialist food market, RoI, 2018
Figure 10: Top five types of music events or festivals consumers have attended in the last two years, NI and RoI, April 2018

Strong demand for locally produced food in supermarkets
Figure 11: Agreement with the statement ‘More locally sourced products from NI/RoI should be available in supermarkets’, NI and RoI, September 2018

Weekly grocery spending higher in RoI
Figure 12: Average amount that consumers spend each week for household groceries, NI and RoI, September 2018

Consumers willing to pay more for fresh, locally sourced food
Figure 13: Top five factors worth paying more for when buying premium food and drink, NI and RoI, June 2018

RoI consumers expect economy to continue improving
Figure 14: How consumers think the general economic condition of the country will change over the next 12 months, NI and RoI, September 2017-September 2018

Irish consumers see personal finances improve
Figure 15: Financial health of Irish consumers, NI, September 2017 and September 2018
Figure 16: Financial health of Irish consumers, RoI, September 2017 and September 2018

Companies and Brands – What You Need to Know

Artisan NPD grows in UK and Ireland
Growth in gluten-free artisan food
Cashel Farmhouse now offering visitor experience complete with cheese tasting
Avoca looks to the travel retail sector

Who’s Innovating?

Growth in artisanal claims continues in 2017
Figure 17: Food and drink product launches making the artisan claim as a percentage of total new food and drink product launches, UK and Ireland, 2013-18

Artisan NPD driven by baked goods
Figure 18: Food and drink product launches making the artisan claim, UK and Ireland, by category, 2014-18

Artisan sector going gluten-free
Figure 19: Food and drink product launches making the artisan claim that are gluten-free as a percentage of total new food and drink product launches, UK and Ireland, 2013-18
Figure 20: Top 10 claims made by new artisan food products launched as gluten-free, UK and Ireland, 2014-18

Specialist producers offering vegan-friendly products
Figure 21: Food and drink product launches making the vegan claim as a percentage of total new food and drink product launches, UK and Ireland, 2013-18

Companies and Brands

Abernethy Butter
Key facts
Product portfolio
Recent developments
Avoca
Key facts
Product portfolio
Brand NPD
Recent developments

BUY THIS REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533   Brazil 0800 095 9094
Americas +1 (312) 943 5250    China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com
Artisan Food - Ireland - November 2018

Broighter Gold
Key facts
Product portfolio
Recent developments
Cashel Farmhouse Cheesemakers
Key facts
Product portfolio
Recent developments
Connemara Smokehouse
Key facts
Product portfolio
Recent developments
Finnebrogue Artisan
Key facts
Product portfolio
Brand NPD
Recent developments
Gubbeen Farmhouse
Key facts
Product portfolio
Recent developments
Keogh’s Crisps
Key facts
Product portfolio
Brand NPD
Recent developments
K&G McAtamney
Key facts
Product portfolio
McCarthy’s of Kanturk
Key facts
Product portfolio
Recent developments
Sawers Ltd
Key facts
Product portfolio
Recent developments

The Consumer – What You Need to Know

Butchers are the specialist retailer of choice
Local content important to consumers when buying artisan food

Recommendations from friends and family encouraging visits to specialist food stores

Consumers want maximum traceability in artisan food

**Types of Artisan Specialists Used**

- **Butchers the most popular specialist retailer**
  
  Figure 22: Types of food specialists/artisan retailers visited in the last three months, NI and RoI, September 2018

- **Young consumers visiting independent bakeries**
  
  Figure 23: Consumers who have visited a bakery in the last three months, by age, NI and RoI, September 2018

- **Greengrocers appeal to RoI men**
  
  Figure 24: Consumers who have visited a greengrocer in the last three months, by gender, NI and RoI, September 2018

- **Heavy internet users most likely to visit a butcher shop**
  
  Figure 25: Consumers who have visited a butcher in the last three months, by daily internet usage, NI and RoI, September 2018

**Important Factors When Shopping for Artisan Food**

- **Freshness remains important when buying artisan food**
  
  Figure 26: Factors that are important to consumers when shopping for food and drink in specialist/artisan food stores, NI and RoI, September 2018

- **Freshness appeals to older consumers**
  
  Figure 27: Consumers who consider ‘Freshness’ important when shopping for food and drink in specialist/artisan food stores, by age, NI and RoI, September 2018

- **Rural consumers like to speak with knowledgeable staff**
  
  Figure 28: Consumers who consider ‘Being able to speak with knowledgeable staff’ important when shopping for food and drink in specialist/artisan food stores, by age, NI, September 2018

- **Provenance important to older artisan food shoppers**
  
  Figure 29: Consumers who consider ‘Made in NI/RoI’ and ‘Ingredients sourced from my local area’ important when shopping for food and drink in specialist/artisan food stores, by age, RoI, September 2018

**How Consumers Use Artisan Food**

- **Special occasions the main time consumers visit specialist retailers**
  
  Figure 32: Agreement with statements relating to usage of artisan food, NI and RoI, September 2018

- **Free samples appeal to ABC1 consumers**
  
  Figure 33: Agreement with the statement ‘I prefer to shop in food specialists that allow you to try before you buy (eg free samples)’, by social class, NI and RoI, September 2018

- **Women least likely to waste artisan food**
  
  Figure 34: Agreement with the statement ‘I am less likely to allow food bought from artisan stores to go to waste’, by gender, NI and RoI, September 2018

- **Social media and TV shows influence young consumers’ use of artisan food**
  
  Figure 35: Agreement with the statement ‘I have bought specialist food after having seen it mentioned on social media/on a cooking show’, by age, NI and RoI, September 2018

**Attitudes towards Artisan Food**

- **New product discovery the main appeal of specialist retailers**
  
  Figure 36: Agreement with statements related to artisan food, NI and RoI, September 2018

- **Rural consumers looking for more specialist retailers**
  
  Figure 37: Agreement with the statement ‘There are not enough food specialists/artisans in my local area’, by location, NI, September 2018

  Figure 38: Agreement with the statement ‘There are not enough food specialists/artisans in my local area’, by location, RoI, September 2018
Parents looking for more artisan food in supermarkets

Figure 39: Agreement with the statement ‘I would like to see more specialist foods available in supermarkets’, by presence of children in the household, NI and RoI, September 2018

Traceability important to Irish women

Figure 40: Agreement with the statement ‘Specialist food should have maximum traceability (i.e. name of the farmer)’, by gender, NI and RoI, September 2018

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources
Market size rationale
Generational cohort definitions
Abbreviations