

Deli and Hot Food Counters - Ireland - July 2019

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“Convenience continues to be a driving force for the deli and hot food counter sector in Ireland, with growth expected to continue into 2019. Moving forward, an increased focus on delivering more health and veggie/vegan-friendly options at counters could help to drive footfall further.”

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

This report looks at the following areas:

Sales of food via deli and hot food counters continued to grow between 2016 and 2019, with Irish consumers shown to use them during their lunch hours. However, increased erosion of the traditional ‘lunch hour’ has put more time pressure on the eating experience and moving forward convenience will be a key driver.

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Growing potential in the vegan/vegetarian market

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Offering a dine-in experience

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