

Sweet Spreads in Ireland

Market Direction | 2022-11-16 | 19 pages | Euromonitor

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Report description:

The rate of growth in retail constant value sales (2022 prices) of sweet spread accelerated in 2022, with a sharp rise in unit pricing the main driver of this. While retail volume sales also increased, they did so at a much more modest pace. Natural and organic offerings with no added sugar are increasingly preferred. However, when it comes to indulgent spreads, Irish consumers are more likely to ignore sugar and fat levels.

Euromonitor International's Sweet Spreads in Ireland report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sweet Spreads market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Sweet Spreads in Ireland
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List Of Contents And Tables

SWEET SPREADS IN IRELAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Natural and organic offerings with no added sugar increasingly popular

Nut and seed based spreads benefit from healthy positioning

Healthy and natural image supports honey demand

PROSPECTS AND OPPORTUNITIES

Honey will overtake chocolate spreads and narrow the gap to jams and preserves

Jams and spreads will continue to receive significant marketing support

As inflation persists, discounters and private label will continue to gain ground

CATEGORY DATA

Table 1 Sales of Sweet Spreads by Category: Volume 2017-2022

Table 2 Sales of Sweet Spreads by Category: Value 2017-2022

Table 3 Sales of Sweet Spreads by Category: % Volume Growth 2017-2022

Table 4 Sales of Sweet Spreads by Category: % Value Growth 2017-2022

Table 5 Sales of Jams and Preserves by Leading Flavours: Rankings 2017-2022

Table 6 NBO Company Shares of Sweet Spreads: % Value 2018-2022

Table 7 LBN Brand Shares of Sweet Spreads: % Value 2019-2022

Table 8 Distribution of Sweet Spreads by Format: % Value 2017-2022

Table 9 Forecast Sales of Sweet Spreads by Category: Volume 2022-2027

Table 10 Forecast Sales of Sweet Spreads by Category: Value 2022-2027

Table 11 Forecast Sales of Sweet Spreads by Category: % Volume Growth 2022-2027

Table 12 Forecast Sales of Sweet Spreads by Category: % Value Growth 2022-2027

COOKING INGREDIENTS AND MEALS IN IRELAND

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 13 Sales of Cooking Ingredients and Meals by Category: Volume 2017-2022

Table 14 Sales of Cooking Ingredients and Meals by Category: Value 2017-2022

Table 15 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2017-2022

Table 16 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Cooking Ingredients and Meals: % Value 2018-2022

Table 18 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2019-2022

Table 19 Penetration of Private Label by Category: % Value 2017-2022

Table 20 Distribution of Cooking Ingredients and Meals by Format: % Value 2017-2022

Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2022-2027

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Table 22 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2022-2027

Table 23 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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