

HW Staple Foods in Ireland

Market Direction | 2024-01-23 | 11 pages | Euromonitor

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Report description:

According to the Health Service Executive (HSE), only 13% of Irish children fulfil the national physical activity recommendations, with at least one in five children being overweight or obese. Due to increasing concerns surrounding the topic, the Advertising Standards Authority for Ireland (ASAI) implemented legislation regarding the advertising of high salt, and sugar products in December 2021 as part of its efforts to curb obesity. The new rules restrict marketing communications for HFSS foods...

Euromonitor International's HW Staple Foods in Ireland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

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

Why buy this report?

- * Get a detailed picture of the HW Staple Foods 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.

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reliable information resources to help drive informed strategic planning.

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HW STAPLE FOODS IN IRELAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ireland's legislation on HFSS products impacts staple foods in 2022

Vegetarian is leading health and wellness claim due to expanding target audience

Probiotic driven by increasing focus on gut health

PROSPECTS AND OPPORTUNITIES

Private label to gain share of health and wellness staple foods during inflationary period

Further move away from animal-based products to drive demand for staple foods with vegetarian, vegan and plant-based claims

Meat free expected to be among strongest performers as consumers look to other sources of protein

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HEALTH AND WELLNESS IN IRELAND

EXECUTIVE SUMMARY

Overview

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