

HW Staple Foods in Ireland

Market Direction | 2024-07-31 | 15 pages | Euromonitor

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Report description:

Health and wellness concerns are increasing across Ireland, shaping buying habits within staple foods. Consumers are looking to improve nutritional content, avoid artificial ingredients, and reduce high sugar and fat levels. As consumers have changed their diets, many have chosen to reduce or eliminate animal products, with concerns surrounding the health benefits of red meat, in particular, increasing levels of vegetarianism. Health concerns are also partnered with ethical and animal welfare is...

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

2023 DEVELOPMENTS

Vegetarian is the leading claim as more consumers migrate to a meat-free lifestyle

No sugar options rise as Ireland's legislation on HFSS products impacts innovations

Double digit growth for plant-based staple food supported by strong innovations

PROSPECTS AND OPPORTUNITIES

Health and wellness influences innovation and reshapes the staple food landscape

Plant-based and meat free claims drive growth as dietary habits continue to adapt

Growth will be driven by high protein staple foods, as consumers reach for fortified goods

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HEALTH AND WELLNESS IN IRELAND

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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