

HW Staple Foods in Ireland

January 2024

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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

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

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Health and Wellness in Ireland - Industry Overview

EXECUTIVE SUMMARY

Overview

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