



**Euromonitor
International**

Health and Wellness in Ireland

January 2026

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EXECUTIVE SUMMARY

Regulation, functionality and moderation reshape Ireland’s health and wellness landscape

INDUSTRY PERFORMANCE

Functionality, reformulation and regulatory compliance drive market performance
Plant-based, vegetarian and cleaner-label eating gain further ground

WHAT’S NEXT

Targeted health benefits, transparency and sustainable reformulation shape future growth

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HW Hot Drinks in Ireland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vegetarian and compliant hot drinks gain momentum under HFSS rules

INDUSTRY PERFORMANCE

HFSS legislation reshapes innovation and reformulation strategies
Natural positioning reinforces trust and authenticity in hot drinks
Decaffeination supports balance between energy and wellbeing

WHAT’S NEXT

Regulation, functionality and sustainability guide future category evolution
Natural hot drinks benefit from premiumisation and flavour exploration
Decaffeinated options gain traction as moderation becomes mainstream

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HW Soft Drinks in Ireland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functionality and vitamin fortification redefine value in soft drinks

INDUSTRY PERFORMANCE

Functional drinks gain momentum as consumers seek targeted health benefits
Natural positioning strengthens perceptions of authenticity and wellbeing
No-sugar formulations accelerate under health awareness and price pressures

WHAT'S NEXT

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[HW Snacks in Ireland](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vegetarian positioning remains widespread, but performance softens amid price pressure and shifting priorities

INDUSTRY PERFORMANCE

Health-driven snacking accelerates, but taste and satiety remain decisive
Vegan snacks expand through reformulation and naturally plant-based formats
Gluten free gains traction beyond medical need, driven by premium crisps and permissive snacking

WHAT'S NEXT

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[HW Dairy Products and Alternatives in Ireland](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Digestive health and immunity drive innovation beyond traditional dairy nutrition
Low fat dairy faces growing scepticism amid a shift toward perceived naturalness
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[HW Cooking Ingredients and Meals in Ireland](#)

KEY DATA FINDINGS

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Health-led convenience and premiumisation reshape everyday cooking

INDUSTRY PERFORMANCE

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Vegetarian claims benefit from cleaner labels and broader consumer trust
Functional and fortified cooking staples gain traction

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HW Staple Foods in Ireland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vegetarian positioning remains widespread, while fibre and gluten-free claims gain greater relevance

INDUSTRY PERFORMANCE

- Gluten-free staple foods broaden their appeal beyond medical necessity
- Vegetarian claims persist as reassurance amid renewed scrutiny of ingredients
- High fibre gains momentum through wholegrains, convenience and digestive health

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