



Sweet Spreads in Ireland

November 2025

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Sweet Spreads in Ireland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet spreads enjoy robust popularity amidst price increases

INDUSTRY PERFORMANCE

Chocolate spreads losing ground amidst shift to health-orientated consumption

Nut and seed based spreads develop along health and versatility lines

WHAT'S NEXT?

Positive outlook driven by premiumisation and wider consumption occasions

Honey and healthier spreads to spur demand

Local sourcing and sustainability are set to emerge as critical growth drivers

COMPETITIVE LANDSCAPE

Boyne Valley Foods's extensive offer covers consumers' needs and preferences

Jam producers add dynamism to a mature category

CHANNELS

Supermarkets dominate through convenience, promotions and wide selections

Digital shopping developments boost e-commerce in sweet spreads

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Cooking Ingredients and Meals in Ireland - Industry Overview

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Price stabilisation supports acceleration in retail volume sales

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INDUSTRY PERFORMANCE

Key convenience and healthier eating trends shape demand

Local sourcing strikes a note with Irish consumers

Premiumisation gains ground but price-quality ratios are often decisive

WHAT'S NEXT?

Investment in the offer to keep meals and soups to the fore

Innovation and sustainability to fit with consumer wants

Regulation to shape supply chains

COMPETITIVE LANDSCAPE

Private label is a strong and expanding presence

Azzurri Restaurants caters to consumers' lifestyle and meal needs

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