



Euromonitor
International

Cooking Ingredients and Meals in Ireland

November 2025

Table of Contents

Cooking Ingredients and Meals in Ireland

EXECUTIVE SUMMARY

Price stabilisation supports acceleration in retail volume sales

KEY DATA FINDINGS

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

CHANNELS

Supermarkets remain integral to the shopping experience

E-commerce's rise highlights changing distribution landscape

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive growth performance despite supply and price challenges

INDUSTRY PERFORMANCE

Switch away from olive oil to cheaper options amidst price hikes

Rapeseed oil shows resilience to post strong growth rates

WHAT'S NEXT?

Climate risks and local farming to reshape supply and demand

Innovation around convenience, portion control and ingredient transparency to spur added-value offerings

Sustainability concerns and EU regulations push players to adopt responsible sourcing

COMPETITIVE LANDSCAPE

Growing pressure on the top two brands

Private label gains as consumers trade down to lower-priced edible oils

CHANNELS

Supermarkets lead an increasingly competitive distribution landscape

E-commerce emerges from a low base

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025

Table 14 - Sales of Edible Oils by Category: Value 2020-2025

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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[Meals and Soups in Ireland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience factor and new products stimulate retail sales growth for meals and soups

INDUSTRY PERFORMANCE

Food kits retains room for development and growth opportunities

Chilled ready meals gain appeal at the premium end

WHAT'S NEXT?

Positive growth outlook to be driven by premiumisation and convenience trends

Functional health and plant-based options to help shape demand

Authentic flavours and local and sustainable sourcing emerge as key growth levers

COMPETITIVE LANDSCAPE

Green Isle Foods leads a highly fragmented competitive landscape with its flagship Goodfella's brand

Zizzi lures stay-at-home consumers with restaurant-style frozen pizza

CHANNELS

Supermarkets and meals and soups marry convenience and variety

E-commerce continues to win over busy consumers

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025
Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025
Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025
Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025
Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025
Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025
Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030
Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030
Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030
Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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[Sauces, Dips and Condiments in Ireland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking fuels growth in products that simplify meal preparation

INDUSTRY PERFORMANCE

Traditional products struggle to maintain consumer interest
Recipe sauces fit with hectic consumer lifestyles

WHAT'S NEXT?

Steady growth in consumption to be driven by sustained interest in cooking and health-focused innovation
Flavour developments to stimulate retail value sales
Sustainability partnerships elevate brand purpose and community impact

COMPETITIVE LANDSCAPE

Strong preference for brands but private label gains retail value share gradually
Mutti gains on authenticity appeal

CHANNELS

Supermarkets dominate with wide and varied assortments
E-commerce remains on an upward trajectory

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025
Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025
Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025
Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025
Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025
Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025
Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025
Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025
Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025
Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030
Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030
Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030
Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

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Sweet Spreads in Ireland

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

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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