Euromonitor International

Processed Meat, Seafood and Alternatives To Meat in Ireland

November 2025

Processed Meat, Seafood and Alternatives To Meat in Ireland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for processed meat, seafood and alternatives to meat is driven through convenience and health

INDUSTRY PERFORMANCE

Processed meat, seafood and alternatives to meat record value growth, driven by convenience and familiar flavours
Meat and seafood substitutes lead value growth as flexitarian diets rise

WHAT'S NEXT?

Growth is set to be driven by convenience, protein and plant-based options
Health and wellness will drive innovation in processed meat, seafood and alternatives to meat
Sustainability and provenance is expected to influence consumer choice over the forecast period

COMPETITIVE LANDSCAPE

Pilgrim's Europe maintains its leadership through portfolio breadth and promotional activity in 2025
Aldi Ireland and Strong Roots drive dynamic growth in processed meat, seafood and alternatives to meat

CHANNELS

Supermarkets remains the primary distribution channel despite a slight share loss in 2025
Convenience and the ongoing adoption of home delivery supports growth for retail e-commerce

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025
Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025
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Staple Foods in Ireland - Industry Overview

EXECUTIVE SUMMARY

Demand for value, health and sustainability drive growth in staple foods

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising demand for value, convenience and healthier options drive growth in 2025
Sustainability becomes an influential driver of consumer choice in staple foods
Rising costs influence purchasing behaviour as Irish consumers balance value with quality

WHAT'S NEXT?

Value sales are expected to rise as price inflation and shifting lifestyle priorities shape demand
Reformulation, value innovation and sustainability are set to define competitive strategies
Retail e-commerce and discounters are expected to gain momentum

COMPETITIVE LANDSCAPE

Pilgrim's Europe maintains its leadership through broad availability and diversified offerings
Tesco Ireland strengthens its position through private label expansion and a multi-tiered value strategy

CHANNELS

Supermarkets retains its lead through strong brand loyalty and a wide product assortments
Retail e-commerce accelerates as rapid delivery and improved fulfilment services reshape staple foods

MARKET DATA

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Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-ireland/report.