

Processed Meat, Seafood and Alternatives To Meat in Ireland

November 2023

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth and diversification in Irish processed meat in 2023 Convenience and functionality are key trends in processed seafood Diversification and innovation visible in processed meat alternatives

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Kerry Group will continue to lead processed meat in Ireland in the coming years Premiumisation and differentiation will be key trends in processed seafood Innovation and growth expected in processed meat alternatives

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