

Sweet Spreads in Ireland

November 2022

Table of Contents

Sweet Spreads in Ireland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Natural and organic offerings with no added sugar increasingly popular

Nut and seed based spreads benefit from healthy positioning

Healthy and natural image supports honey demand

PROSPECTS AND OPPORTUNITIES

Honey will overtake chocolate spreads and narrow the gap to jams and preserves

Jams and spreads will continue to receive significant marketing support

As inflation persists, discounters and private label will continue to gain ground

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2017-2022

Table 2 - Sales of Sweet Spreads by Category: Value 2017-2022

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2017-2022

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2017-2022

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2017-2022

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2018-2022

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2019-2022

Table 8 - Distribution of Sweet Spreads by Format: % Value 2017-2022

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2022-2027

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2022-2027

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2022-2027

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2022-2027

Cooking Ingredients and Meals in Ireland - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2017-2022

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2017-2022

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2017-2022

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2017-2022

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2018-2022

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2019-2022

Table 19 - Penetration of Private Label by Category: % Value 2017-2022

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2017-2022

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2022-2027

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2022-2027

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2022-2027

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2022-2027

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SOURCES

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