

Ireland Food and Drink Report Q1 2016

<https://marketpublishers.com/r/I05AD814CBEEN.html>

Date: January 2016

Pages: 108

Price: US\$ 1,295.00 (Single User License)

ID: I05AD814CBEEN

Abstracts

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BMI View: Private consumption will continue playing an increasing role driving growth over the coming years as Ireland builds on its spectacular 2015 growth, outperforming the eurozone in 2016 and 2017.

The Food & Drink market will benefit from positive spillovers from this trajectory, and we are particularly enamoured with the discount and hypermarket sub-sectors of Mass Grocery Retail.

The likes of Aldi and Iceland are rapidly increasing their presence in the country, heating up competition with incumbent retailers.

The outlook for the alcohol market is less impressive, as per capita consumption drops amid health concerns and policies from the government designed to cut back spending on beer and vodka.

Headline Industry Data (local currency)

Total food consumption growth year-on-year (y-o-y) in 2016: +3.3%

Per capita food consumption growth y-o-y in 2016: +2.3%

Soft drinks value sales growth y-o-y in 2016: +3.6%

Beer value sales decline y-o-y in 2016: -0.9%

Total mass grocery retail (MGR) sales growth y-o-y in 2016: +4.5%

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