

HW Staple Foods in Ireland

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Abstracts

According to the Health Service Executive (HSE), only 13% of Irish children fulfil the national physical activity recommendations, with at least one in five children being overweight or obese. Due to increasing concerns surrounding the topic, the Advertising Standards Authority for Ireland (ASAI) implemented legislation regarding the advertising of high salt, and sugar products in December 2021 as part of its efforts to curb obesity. The new rules restrict marketing communications for HFSS foods...

Euromonitor International's HW Staple Foods in Ireland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the HW Staple Foods market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

HW Staple Foods in Ireland
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

HW STAPLE FOODS IN IRELAND
KEY DATA FINDINGS

2022 DEVELOPMENTS

Ireland's legislation on HFSS products impacts staple foods in 2022
Vegetarian is leading health and wellness claim due to expanding target audience
Probiotic driven by increasing focus on gut health

PROSPECTS AND OPPORTUNITIES

Private label to gain share of health and wellness staple foods during inflationary period
Further move away from animal-based products to drive demand for staple foods with vegetarian, vegan and plant-based claims
Meat free expected to be among strongest performers as consumers look to other sources of protein

CATEGORY DATA

Table 1 Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 4 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 5 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 6 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 7 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 8 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

2022-2027
HEALTH AND WELLNESS IN IRELAND
EXECUTIVE SUMMARY
Overview
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