



Euromonitor
International

Health and Wellness in Ireland

July 2024

Table of Contents

EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Vegetarian hot drinks drive retail value sales as animal welfare and health concerns rise
- Functional benefits combine with wellness claims to attract consumers
- The natural claim drives growth as consumers look to avoid artificial ingredients

PROSPECTS AND OPPORTUNITIES

- Functional properties will increase demand for hot drinks over the forecast period
- Innovations focus on low sugar and low fat as obesity concerns rise in Ireland
- Dietary requirements drive growth as health trends adapt consumption habits

CATEGORY DATA

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023
- Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028
- Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW Soft Drinks in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Good source of vitamins drives retail value sales as consumers look for fortified options
- Players focus innovations on functionality to align with wellness demands
- Increased demand for no sugar variants as diabetes and obesity concerns rise

PROSPECTS AND OPPORTUNITIES

- Natural soft drinks drive solid retail value sales as consumers prioritise wellness
- The sugar tax encourages low sugar and high fruit content launches across the forecast period
- Strong growth potential for Kombucha as digestive health claims drive growth

CATEGORY DATA

- Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023
- Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023
- Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW Snacks in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

New marketing, sponsorship and advertising restrictions, low sugar legislation, the government's Roadmap for Food Product Reformulation and the introduction of sugar taxes stimulate demand for health and wellness snacks

Consumers become more selective in their choice of snacks and are increasingly knowledgeable about the effect of food production on climate change, stimulating sales of plant-based options

Many consumers concerned with sugar, fat and salt content, with such concerns bolstering demand for smaller pack sizes

PROSPECTS AND OPPORTUNITIES

A wider range of product categories to appear with a high protein positioning

In addition to a healthy perception, vegan snacks benefits from growing environmental and animal welfare concerns

Consumers to take a more proactive approach to their health over the forecast period

CATEGORY DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HW Dairy Products and Alternatives in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low fat claims drive retail value sales as health concerns shape buying habits

Consumers support local products, driving growth for domestic plant-based cheese

Plant-based dairy products and alternatives drive strong growth bolstered by dietary changes

PROSPECTS AND OPPORTUNITIES

Lactose free is set to drive strong growth as consumers focus on overall wellbeing

Fortified and functional options gain ground as added health benefits drives sales

Organic products drive growth as consumers perceive these to be natural, healthier products

CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

HW Cooking Ingredients and Meals in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vegetarian is the leading claim as vegetarians and flexitarians rises in Ireland

Natural, organic products of local origin gain shelf space in 2023

Gluten free, low fat and low sugar products gain ground as health concerns rise

PROSPECTS AND OPPORTUNITIES

Ongoing health concerns shape buying habits across cooking ingredients and meals

Opportunities in plant-based goods as innovations focus on texture and flavour

Dairy free drives growth as concerns rise over health, environment and animal welfare

CATEGORY DATA

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

HW Staple Foods in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vegetarian is the leading claim as more consumers migrate to a meat-free lifestyle

No sugar options rise as Ireland's legislation on HFSS products impacts innovations

Double digit growth for plant-based staple food supported by strong innovations

PROSPECTS AND OPPORTUNITIES

Health and wellness influences innovation and reshapes the staple food landscape

Plant-based and meat free claims drive growth as dietary habits continue to adapt

Growth will be driven by high protein staple foods, as consumers reach for fortified goods

CATEGORY DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

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