



Euromonitor
International

Processed Meat, Seafood and Alternatives To Meat in Ireland

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume sales return to growth as inflationary pressures ease
Need for convenience benefits sales of frozen processed meat and seafood
Meat and seafood substitutes maintains modest growth

PROSPECTS AND OPPORTUNITIES

Category's outlook remains positive as convenience drives demand
Claims on regionality are increasing as consumers' sustainability concerns rise
EUDR poses additional risk for future availability of meat and meat alternatives

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024
Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024
Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024
Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024
Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024
Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024
Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024
Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024
Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024
Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024
Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029
Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

Staple Foods in Ireland - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

Table 15 - Sales of Staple Foods by Category: Volume 2019-2024
Table 16 - Sales of Staple Foods by Category: Value 2019-2024
Table 17 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
Table 18 - Sales of Staple Foods by Category: % Value Growth 2019-2024
Table 19 - NBO Company Shares of Staple Foods: % Value 2020-2024
Table 20 - LBN Brand Shares of Staple Foods: % Value 2021-2024
Table 21 - Penetration of Private Label by Category: % Value 2019-2024
Table 22 - Distribution of Staple Foods by Format: % Value 2019-2024
Table 23 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
Table 24 - Forecast Sales of Staple Foods by Category: Value 2024-2029
Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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