

Meals and Soups in Ireland

October 2024

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Meals and Soups in Ireland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Meals and soups category registers solid growth in 2024
Players and retailers are investing in ready meals to boost profitability
Private label brands are winners amid high inflation

PROSPECTS AND OPPORTUNITIES

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Back-to-work patterns are expected to boost demand for healthy convenience

Innovation increasingly based on premiumisation, natural ingredients and diversification

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