



HW Cooking Ingredients and Meals in Ireland

July 2024

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

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

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Health and Wellness in Ireland - Industry Overview

EXECUTIVE SUMMARY

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

DISCLAIMER

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