



HW Staple Foods in Ireland

July 2024

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

Table 2 - Sales of Staple Foods 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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