

HW Cooking Ingredients and Meals in Ireland

January 2024

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Natural and organic products with local origins perform well in 2022

Vegetarian is leading claim in health and wellness cooking ingredients and meals

Brain health and memory is the best performing claim as consumers look to improve cognition function

PROSPECTS AND OPPORTUNITIES

Legislation set to positively impact premium organic products

Ireland to see expanding target audience for products of non-animal sources

Dairy free driven by concerns over health, environment and animal welfare

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Ireland - Industry Overview

EXECUTIVE SUMMARY

Overview

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