



# HW Staple Foods in Ireland

July 2024

Table of Contents

### 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

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

## 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

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