



Euromonitor  
International

# Sweet Spreads in Ireland

November 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Sweet spreads enjoy robust popularity amidst price increases

### INDUSTRY PERFORMANCE

Chocolate spreads losing ground amidst shift to health-orientated consumption

Nut and seed based spreads develop along health and versatility lines

### WHAT'S NEXT?

Positive outlook driven by premiumisation and wider consumption occasions

Honey and healthier spreads to spur demand

Local sourcing and sustainability are set to emerge as critical growth drivers

### COMPETITIVE LANDSCAPE

Boyne Valley Foods's extensive offer covers consumers' needs and preferences

Jam producers add dynamism to a mature category

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Supermarkets dominate through convenience, promotions and wide selections

Digital shopping developments boost e-commerce in sweet spreads

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## Cooking Ingredients and Meals in Ireland - Industry Overview

### EXECUTIVE SUMMARY

Price stabilisation supports acceleration in retail volume sales

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Key convenience and healthier eating trends shape demand

Local sourcing strikes a note with Irish consumers

Premiumisation gains ground but price-quality ratios are often decisive

### WHAT'S NEXT?

Investment in the offer to keep meals and soups to the fore

Innovation and sustainability to fit with consumer wants

Regulation to shape supply chains

## COMPETITIVE LANDSCAPE

Private label is a strong and expanding presence

Azzurri Restaurants caters to consumers' lifestyle and meal needs

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