Staple Foods in Ireland

November 2025

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Baked Goods in Ireland

WHAT'S NEXT?

Baked goods is set for modest growth as artisanal products and private label ranges drive competitive shifts

Health and wellness trends will accelerate clean-label and free-from innovation across the forecast period

Sustainability will gain prominence as local sourcing and packaging reduction shape baked goods

COMPETITIVE LANDSCAPE

Brennan's Bakeries maintains its leadership through brand strength and health-focused innovation

Promise Gluten Free leads growth in 2025 through innovation in free-from and health focused baked goods

CHANNELS

Supermarkets retains its lead of distribution, supported by Tesco, Dunnes and SuperValu

The rising adoption of home delivery and click-and-collect supports growth for retail e-commerce

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

Breakfast Cereals in Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Breakfast cereals in Ireland is driven by health innovation, convenience and retail e-commerce

INDUSTRY PERFORMANCE

Breakfast cereals maintains value growth through health-focused innovation and stable household penetration

Hot cereals drive value growth in 2025 as oats benefit from health, affordability and provenance

WHAT'S NEXT?

Breakfast cereals is expected to record steady growth as health-led innovation and private label shape the category

Health and wellness is set to drive innovation with natural, high-fibre and clean label products

Demand for locally produced products is expected to accelerate amid sustainability concerns

COMPETITIVE LANDSCAPE

Kellogg Co of Ireland Ltd retains its lead through a broad portfolio and wide distribution

The Happy Pear Living Foods leads growth through natural and health-focused breakfast cereals in 2025

CHANNELS

Supermarkets remains dominate through a broad range of branded and private label goods

Online subscriptions support rising growth for retail e-commerce

CATEGORY DATA

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for processed meat, seafood and alternatives to meat is driven through convenience and health

INDUSTRY PERFORMANCE

Processed meat, seafood and alternatives to meat record value growth, driven by convenience and familiar flavours

Meat and seafood substitutes lead value growth as flexitarian diets rise

WHAT'S NEXT?

Growth is set to be driven by convenience, protein and plant-based options

Health and wellness will drive innovation in processed meat, seafood and alternatives to meat

Sustainability and provenance is expected to influence consumer choice over the forecast period

COMPETITIVE LANDSCAPE

Pilgrim's Europe maintains its leadership through portfolio breadth and promotional activity in 2025

Aldi Ireland and Strong Roots drive dynamic growth in processed meat, seafood and alternatives to meat

CHANNELS

Supermarkets remains the primary distribution channel despite a slight share loss in 2025

Convenience and the ongoing adoption of home delivery supports growth for retail e-commerce

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

Rice, Pasta and Noodles in Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth is driven by convenience, health trends, and premiumisation in Ireland

INDUSTRY PERFORMANCE

Value sales of rice, pasta and noodles rise in Ireland, driven by convenience, health trends and premium imports

Rice leads value growth in Ireland driven by premium, convenient, and health-focused offerings

WHAT'S NEXT?

Rice, pasta and noodles is expected to grow due to convenience, versatility, and lifestyle trends

Health focused innovations are set to drive value growth in rice, pasta and noodles

Rising interest in international cuisines will drive innovation in rice, pasta and noodles

COMPETITIVE LANDSCAPE

Established brands consolidate the leadership through strong heritage and broad coverage

Convenience-led innovation and strong online availability positions Veetee as the fastest-growing player in 2025

CHANNELS

Supermarkets retains its leadership through broad assortments and private label goods

Discounters and retail e-commerce drive growth as value-seeking behaviour and convenience influence purchasing

CATEGORY DATA

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