



Processed Meat, Seafood and Alternatives To Meat in Ireland

November 2025

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

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

COUNTRY REPORTS DISCLAIMER

Staple Foods in Ireland - Industry Overview

EXECUTIVE SUMMARY

Demand for value, health and sustainability drive growth in staple foods

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising demand for value, convenience and healthier options drive growth in 2025

Sustainability becomes an influential driver of consumer choice in staple foods

Rising costs influence purchasing behaviour as Irish consumers balance value with quality

WHAT'S NEXT?

Value sales are expected to rise as price inflation and shifting lifestyle priorities shape demand
Reformulation, value innovation and sustainability are set to define competitive strategies
Retail e-commerce and discounters are expected to gain momentum

COMPETITIVE LANDSCAPE

Pilgrim's Europe maintains its leadership through broad availability and diversified offerings
Tesco Ireland strengthens its position through private label expansion and a multi-tiered value strategy

CHANNELS

Supermarkets retains its lead through strong brand loyalty and a wide product assortments
Retail e-commerce accelerates as rapid delivery and improved fulfilment services reshape staple foods

MARKET DATA

Table 15 - Sales of Staple Foods by Category: Volume 2020-2025
Table 16 - Sales of Staple Foods by Category: Value 2020-2025
Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 19 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 20 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 21 - Penetration of Private Label by Category: % Value 2020-2025
Table 22 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 23 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 24 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-ireland/report.