Euromonitor International

Processed Meat, Seafood and Alternatives To Meat in Ireland

November 2025

Processed Meat, Seafood and Alternatives To Meat in Ireland - Category analysis

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

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