



HW Cooking Ingredients and Meals in Ireland

January 2026

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Health-led convenience and premiumisation reshape everyday cooking

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Vegetarian claims benefit from cleaner labels and broader consumer trust

Functional and fortified cooking staples gain traction

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[Health and Wellness in Ireland - Industry Overview](#)

EXECUTIVE SUMMARY

Regulation, functionality and moderation reshape Ireland's health and wellness landscape

INDUSTRY PERFORMANCE

Functionality, reformulation and regulatory compliance drive market performance

Plant-based, vegetarian and cleaner-label eating gain further ground

WHAT'S NEXT

Targeted health benefits, transparency and sustainable reformulation shape future growth

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