



**Euromonitor
International**

Staple Foods in Ireland

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Staple Foods in Ireland

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

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Growth for baked goods is driven by convenience, premium flavours and the expansion of retail e-commerce

INDUSTRY PERFORMANCE

Baked goods achieve value growth as consumers shift towards convenient formats and premium flavour innovations

Cakes lead value growth while flatbreads and artisanal loaves sustain momentum through versatility and heritage appeal

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

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[Breakfast Cereals in Ireland](#)

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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
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KEY DATA FINDINGS

2025 DEVELOPMENTS

Processed fruit and vegetables gain momentum through convenience and affordability

INDUSTRY PERFORMANCE

Processed fruit and vegetables record value growth in 2025 supported by affordability and versatility

Frozen vegetables drive growth through convenience, long shelf life, and nutrient-preserving formats

WHAT'S NEXT?

Processed fruit and vegetables are expected to grow as convenience, batch cooking, and cost-effective formats drive demand

Natural and minimally processed products are set to drive growth as health-conscious consumers seek clean label options

Sustainability commitments will strengthen brand credibility as consumers prioritise environmental responsibility

COMPETITIVE LANDSCAPE

Valeo Foods retains its leadership amid rising competition from McCain Foods Ltd

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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

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[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

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