



**Euromonitor
International**

Meals and Soups in Ireland

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience factor and new products stimulate retail sales growth for meals and soups

INDUSTRY PERFORMANCE

Food kits retains room for development and growth opportunities

Chilled ready meals gain appeal at the premium end

WHAT'S NEXT?

Positive growth outlook to be driven by premiumisation and convenience trends

Functional health and plant-based options to help shape demand

Authentic flavours and local and sustainable sourcing emerge as key growth levers

COMPETITIVE LANDSCAPE

Green Isle Foods leads a highly fragmented competitive landscape with its flagship Goodfella's brand

Zizzi lures stay-at-home consumers with restaurant-style frozen pizza

CHANNELS

Supermarkets and meals and soups marry convenience and variety

E-commerce continues to win over busy consumers

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Cooking Ingredients and Meals in Ireland - Industry Overview

EXECUTIVE SUMMARY

Price stabilisation supports acceleration in retail volume sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Key convenience and healthier eating trends shape demand

Local sourcing strikes a note with Irish consumers

Premiumisation gains ground but price-quality ratios are often decisive

WHAT'S NEXT?

Investment in the offer to keep meals and soups to the fore
Innovation and sustainability to fit with consumer wants
Regulation to shape supply chains

COMPETITIVE LANDSCAPE

Private label is a strong and expanding presence
Azzurri Restaurants caters to consumers' lifestyle and meal needs

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