



HW Staple Foods in Ireland

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Vegetarian positioning remains widespread, while fibre and gluten-free claims gain greater relevance

INDUSTRY PERFORMANCE

Gluten-free staple foods broaden their appeal beyond medical necessity
Vegetarian claims persist as reassurance amid renewed scrutiny of ingredients
High fibre gains momentum through wholegrains, convenience and digestive health

WHAT'S NEXT

Cleaner labels and reduced processing shape future staple food innovation
Vegetarian staple foods return to growth but face ongoing structural challenges
High fibre positioned at the centre of holistic wellbeing strategies

CATEGORY DATA

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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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