

# Health and Wellness in Ireland

January 2024

Table of Contents

## Health and Wellness in Ireland

### EXECUTIVE SUMMARY

#### Overview

### DISCLAIMER

## HW Hot Drinks in Ireland

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Tea with natural positioning and various wellness claims continue to attract local consumers

Natural is leading claim as consumers seek healthier hot drinks

No allergens driven by health concerns and greater awareness of intolerances

#### PROSPECTS AND OPPORTUNITIES

Functional properties to increase demand for hot drinks over the forecast period

Natural to remain the leading health and wellness claim in hot drinks as consumers look to avoid artificial ingredients

Keto set to rise over the forecast period driven by specific dietary requirements and health trends

#### CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

## HW Soft Drinks in Ireland

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Functional properties are the main leader in 2022

2022 sees natural in the lead in health and wellness soft drinks

#### PROSPECTS AND OPPORTUNITIES

Reduced sugar variants to increase demand during forecast period

High fibre expected to record among fastest increase

#### CATEGORY DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 16 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

## HW Snacks in Ireland

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Sugar and chocolate confectionery challenged by Ireland's low sugar legislation  
Vegan snacks benefit from consumers becoming more selective and prioritising health  
Low salt snacks benefit from concerns over high blood pressure

### PROSPECTS AND OPPORTUNITIES

Savoury snacks to benefit from high protein positioning  
Vegan snacks set to perform well due to health and environmental concerns  
Snacks that claim to offer a good source of omega 3s likely to benefit from consumers taking a proactive approach to health

### CATEGORY DATA

Table 18 - Sales of Snacks by Health and Wellness Type: Value 2019-2022  
Table 19 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022  
Table 20 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022  
Table 21 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022  
Table 22 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022  
Table 23 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022  
Table 24 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027  
Table 25 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

## HW Dairy Products and Alternatives in Ireland

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Patriotism for local products drives growth for Irish dairy  
Low fat is leading health and wellness claim, supported by Ireland's HFSS rules  
Organic gains traction in health and wellness dairy products and alternatives

### PROSPECTS AND OPPORTUNITIES

Solid demand expected for low fat dairy products to be driven by health and wellness concerns  
Good source of minerals offers further growth potential as consumers look to fortify nutritional intake through convenient dairy products  
Lactose free set to rise over the forecast period

### CATEGORY DATA

Table 26 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022  
Table 27 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022  
Table 28 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022  
Table 29 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V  
Table 30 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20  
Table 31 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2  
Table 32 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022  
Table 33 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027  
Table 34 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

## HW Cooking Ingredients and Meals in Ireland

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Natural and organic products with local origins perform well in 2022

Vegetarian is leading claim in health and wellness cooking ingredients and meals

Brain health and memory is the best performing claim as consumers look to improve cognition function

### PROSPECTS AND OPPORTUNITIES

Legislation set to positively impact premium organic products

Ireland to see expanding target audience for products of non-animal sources

Dairy free driven by concerns over health, environment and animal welfare

### CATEGORY DATA

Table 35 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 36 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 37 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 38 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 39 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 40 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 41 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 42 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 43 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

## HW Staple Foods in Ireland

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Ireland's legislation on HFSS products impacts staple foods in 2022

Vegetarian is leading health and wellness claim due to expanding target audience

Probiotic driven by increasing focus on gut health

### PROSPECTS AND OPPORTUNITIES

Private label to gain share of health and wellness staple foods during inflationary period

Further move away from animal-based products to drive demand for staple foods with vegetarian, vegan and plant-based claims

Meat free expected to be among strongest performers as consumers look to other sources of protein

### CATEGORY DATA

Table 44 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 45 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 46 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 47 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 48 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 49 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 50 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 51 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 52 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

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