

Fruit and Vegetables - Ireland - March 2015

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“Ongoing price wars within the fruit and vegetable sector have been to the benefit of Irish shoppers, but to the detriment of the market value of the fruit and vegetable sector in Ireland. However, volume sales of produce have improved between 2013 and 2014, as Irish consumers increasingly try to lead healthier lifestyles.”
– Brian O’Connor, Production Manager

This report looks at the following areas:

- What are the most popular formats of fruit and vegetables among Irish consumers?
- What impact will discounters have on the fruit and vegetable market?
- Other than lowest price, what factors influence Irish consumers when buying fruit and vegetables?
- What attitudes towards fruit and vegetables do Irish consumers hold in 2015?
- With food waste becoming a more important issue, what impact will it have on the types of fruit and vegetables that consumers buy?

Continued price deflation for fruit and vegetables in RoI between 2014 and 2015 has helped to drive usage of fresh fruit and vegetables within the region, but has seen overall sales value fall. In NI, on the other hand, increased consumer prices have seen the value of the market grow between 2014 and 2015, but have seen overall fruit and vegetable usage remain somewhat stagnant.

Moving forward, with a continued focus on healthy eating in both NI and RoI, this could help to sustain the usage of fruit and vegetables among Irish consumers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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