

Fruit and Vegetables - Ireland - March 2018

Report Price: £1095.00 | \$1478.58 | €1232.31

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“Increased interest in flexitarianism has helped to sustain fruit and vegetable sales as consumers attempt to improve their diets. Furthermore, the increased interest in provenance can be seen as over four in 10 consumers noted wanting more biographical information about farmers and growers on produce packaging.”

– **Brian O’Connor, Senior Consumer Analyst**

This report looks at the following areas:

The rise of the flexitarian trend and increased interest in vegan/vegetarian diets has helped to boost overall sales of fruit and vegetables within Ireland with consumers increasingly placing more value on local sourcing and ethical treatment of growers/farmers.

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DID YOU KNOW?

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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Sugar in snacks helping to drive fruit usage

Flexitarians switching meat for more greens

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Brand NPD

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