

Bread & Baked Goods - Ireland - April 2019

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

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“Bread remains a staple in most Irish homes and as such, sales have remained positive despite the lingering popularity of low-carb diets. Although sugar consumption remains a concern, baked goods are somewhat exempt from this given the nature of the indulgence category and therefore offer an opportunity for brands to expand on the experience.”

– Emma McGeown, Research Analyst

This report looks at the following areas:

- Packaged sliced loaves remains the top bread purchased
- White packaged sliced loaves top the category
- Pastries show strong usage in RoI
- Pre-packaged bread preferred but habits differ when it comes to baked goods
- Bread is a good source of fibre

A basket staple, usage of bread is almost universal in Ireland, with most Irish consumers having bought some form of bread in the last month. However, bread consumption is changing owing to trends for healthier lifestyles, concerns about gluten and greater scrutiny with bread contents including artificial ingredients, salt and sugar. Despite health being a key consideration, this is having a limited impact on baked goods with many noting them as an indulgent 'treat' item.

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