

# FRUIT AND VEGETABLES – IRELAND – 2023

The cost of living and a desire to be more sustainable and healthy will help to drive sales in the Irish fruit and vegetable sector moving forward.



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Reports



# Fruit And Vegetables – Ireland – 2023

## This report looks at the following areas:

- A five-year outlook for the fruit and vegetables market in NI, RoI and IoI as a whole
- The impact of the cost-of-living crisis – how it is shaping Irish usage of fruit and vegetables
- Channels used to buy fruit and vegetables – and what influences where consumers buy their produce
- The impact that sustainability is having on consumers usage of fruit and vegetables – and how it is guiding packaging usage within the sector



The cost of living and a desire to be more sustainable and healthy will help to drive sales in the Irish fruit and vegetable sector moving forward.

## Overview

The cost-of-living crisis is seeing consumers evaluate their spending and worry more about wasting both money and food – putting food waste in the centre of the fruit and vegetables sector.

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# Report Content



### Key issues covered in this Report

- Overview

## EXECUTIVE SUMMARY

### Opportunities for the fruit and vegetables sector

- Opportunity for compostable and reusable packaging
- Irish sourcing a key selling point
- Upcycling food to save the planet and wallets

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