



Euromonitor
International

Sauces, Dips and Condiments in Ireland

November 2025

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Sauces, Dips and Condiments in Ireland - Category analysis

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2025 DEVELOPMENTS

Home cooking fuels growth in products that simplify meal preparation

INDUSTRY PERFORMANCE

Traditional products struggle to maintain consumer interest

Recipe sauces fit with hectic consumer lifestyles

WHAT'S NEXT?

Steady growth in consumption to be driven by sustained interest in cooking and health-focused innovation

Flavour developments to stimulate retail value sales

Sustainability partnerships elevate brand purpose and community impact

COMPETITIVE LANDSCAPE

Strong preference for brands but private label gains retail value share gradually

Mutti gains on authenticity appeal

CHANNELS

Supermarkets dominate with wide and varied assortments

E-commerce remains on an upward trajectory

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Cooking Ingredients and Meals in Ireland - Industry Overview

EXECUTIVE SUMMARY

Price stabilisation supports acceleration in retail volume sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Key convenience and healthier eating trends shape demand

Local sourcing strikes a note with Irish consumers

Premiumisation gains ground but price-quality ratios are often decisive

WHAT'S NEXT?

Investment in the offer to keep meals and soups to the fore

Innovation and sustainability to fit with consumer wants

Regulation to shape supply chains

COMPETITIVE LANDSCAPE

Private label is a strong and expanding presence

Azzurri Restaurants caters to consumers' lifestyle and meal needs

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