

# FOOD PRICES ARE RISING

And many don't understand why.



**OUR  
FOOD  
ROOTS**

Sharing the story of  
Irish food and farming

## CONTEXT

6 IN 10

Don't understand why  
food prices are rising

Food is a key pressure point  
In the cost of living environment

## VALUES VS. REALITY

8 IN 10

**SAY** Supporting  
Irish Food Matters  
**BUT** HALF OF IRISH  
expect to spend less on it

There is evidence of affordability  
overriding intention

## BEHAVIOUR



1 IN 2  
PEOPLE ARE

switching to cheaper supermarkets &  
buying fewer premium brands in  
response to rising cost of living and food  
prices

Food is one of the first areas where people  
reduce spend in a cost of living environment

**IN THE ABSENCE OF CLEAR BENEFITS, PRICE DRIVES DECISIONS.**

The value of Irish food must be clearer - beyond price.