

Our Strategy

The markets we focus on are Food, Beverage, and Pharma. Our strategic priorities of Taste, Nutrition, and Emerging Markets help ensure capital allocation decisions are aligned to strategy.

Within this framework we have four key growth platforms which will be key drivers of growth – Authentic Taste, Plant-based, Food Waste and Health & Bio-Pharma.



Taste for Kerry is built on our from-food-for-food heritage and philosophy, with a broad range of foundational technology capabilities including Sweet, Savoury and Dairy Flavours, Texturants, Taste Modulation and Natural Extracts.

Our Nutrition, Wellness & Functionality delivers benefits such as immunity support, digestive health, cleaner labels, and preservation. These benefits are achieved by leveraging our broad foundational technology platform which includes Proteins, Probiotics and Bioactives, Lipids, Enzymes, Bio-preservation and Pharma.

Our local knowledge and focus, combined with our global expertise and capabilities have been key to our excellent track record of growth in emerging markets. Our target is to achieve average annual volume growth in emerging markets of 10%+.

Consumer Foods

Kerry's Consumer Foods division is a leader in its categories in the chilled cabinet. Our portfolio of leading brands are enjoyed every day across Irish and UK markets.

We will continue to drive growth by responding to key consumer trends and leveraging our expertise to expand into adjacent categories.

Strategy in Action Key Achievements in 2021



- Strong growth in Beverage end use market (EUM) of 14% enabled by performance of Kerry's Taste technologies.
- Manufacturing commenced at Rome, Georgia plant.
- Launched Kerry Botanicals Collection ZERO 2.0 next-generation range and new organic Tastesense™ Sweet range.
- Significant enhancement of savoury taste capabilities with breakthroughs in Tastesense™ Salt and Barbecue range.



Kerry Tastesense™



- The acquisition of Niacet helped further develop Kerry's world-leading food protection and preservation platform.
- Enhanced proactive nutrition portfolio with clinically-backed ingredients including probiotics, natural extracts, and nutritional lipids addressing a number of need states.
- Established Global Fermentation Science Centre of Excellence.
- Published over 30 science-based articles.



- Strong volume growth of 14.4% in emerging markets, led by performance in China, Middle East & Russia.
- Commenced production at facilities in Durban, South Africa and Irapuato, Mexico.
- Completed acquisitions of Enmex and Afribon in Mexico and East Africa respectively, enhancing our local nutrition and taste capabilities in these markets.



- Strong volume growth of 6.0% with an excellent finish to the year and growth across the business.
- Strong growth achieved across core and adjacent categories.
- Significant change in portfolio with sale of Meats and Meals business to Pilgrim's Pride.

