



December 2018

Utilities - Gas, Electric, Heating Oil - Ireland

“Irish consumers are increasingly wanting to take a stronger hold of their energy management, with a high level of consumers wanting more information on their energy usage to help manage their bills, while a significant proportion of consumers noted interest in generating their own energy at home via renewable sources ...

September 2018

Healthy Lifestyles - Healthy Ageing - Ireland

“The appearance of wrinkles is one of the most common signs of ageing and Irish consumers, particularly women, are turning to anti-wrinkle cream to revitalise their skin. However, as the majority of consumers agree that a lot of anti-ageing products oversell their effectiveness, ‘positive ageing’ messaging that emphasises healthy skin ...

August 2018

Attitudes to Advertising - Ireland

“There remains a high level of advertising avoidance as Irish consumers continue to fast forward through TV adverts when using catch-up and on-demand services, and change channels and browser tabs when adverts start. However, as consumers show a strong preference for advertising that informs them of special offers and makes ...

February 2018

Christmas Spending Habits - Ireland

“Irish consumers spent more during Christmas 2017 compared with Christmas 2016, showing strong gift purchasing and a high level of favouritism for branded goods when shopping for Christmas groceries.”