

Entertaining in the Home - Ireland - July 2013

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- What impact is the current economic climate having on the entertaining at home market?
- How has the entertaining at home market evolved?
- How are consumers catering for in-home events?
- What type of events are consumers hosting in their homes?

With consumers facing financial pressures, entertaining at home is an attractive option for many NI and RoI households. Overall, RoI consumers are entertaining at home more than NI consumers, likely due to the more challenging economic climate in RoI.

As the economy starts to show signs of recovery, companies must continue to engage and enthuse consumers about entertaining at home, be it through novelty concepts, recipes, packaging innovations or marketing campaigns which catch consumers' imagination and inspire more informal entertaining occasions.



"As cash-strapped consumers look to ways of socialising with friends on a budget, new product development in the food and alcohol sectors coupled with innovation for national and calendar occasions are helping consumers engage with the idea and embrace the home as a venue."

– Sophie Dorbie, Research Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.