

# Irish Lifestyles – Ireland – September 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:

- How strong is the motivation to be healthier?
- What role does technology play in consumers' health and wellbeing? –
- What factors do Irish consumers think are important for a happy and healthy lifestyle?
- How often do consumers exercise and eat healthily?
- How do Irish consumers rate their own financial health?



This report examines the health of both NI and RoI consumers, looking at physical health, financial health and indeed mental health and the factors that have led to the current state of each. With technology playing a greater role in Irish lifestyles, we also look at its influence on consumers' health. Indeed health is a key concern to many Irish consumers, not just physical health but also mental health and indeed financial health.

## Buy this report now

Visit [store.mintel.com](https://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)**.