Attitudes To Food - Ireland - August 2013

This report looks at the following areas:

- **How are consumers responding to rising food prices?**
- **Are consumers concerned about their health and diet, and if so what adjustments are they making?**
- **Are consumers engaging with cooking at home?**
- **Are consumers changing their tastes in food?**

Following the onset of the economic downturn, consumers have changed their shopping habits with the majority of Irish households' grocery shopping driven by price in the quest to stretch disposable income.

Fuelled by the downturn, consumers are also re-engaging with home cooking and in the process, enjoying experimenting with ingredients and recipes. In the quest to become self-sufficient, products which are affordable and convenient are likely to be preferred.

With an ageing population and growing obesity levels, increased attention is being placed on diet and health, with opportunities being presented in the health, low-fat and functional food markets.

66

"With home cooking and baking enjoying somewhat of a renaissance, and the structure of the population expected to change, opportunities exist for brands to develop and target the scratch cooking and health food markets."

– 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.**