

Menu and Ingredient Insights - Ireland - June 2017

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“The advancement of on-demand delivery apps coupled with a more travelled consumer has resulted in increased expectations when it comes to what’s on the menu. Recommendations from friends/family members is the most influential factor for experimenting with new cuisine eaten in the home), however, Mintel sees scope for food festivals to play a greater role.”
– Aisling Kearney, Research Analyst

This report looks at the following areas:

- Consumers’ interest in new cuisines when dining out or ordering a takeaway.
- Factors that entice them to try new cuisines or emerging cuisine.
- Consumers’ attitudes towards food menus in restaurants.

Irish consumers’ expectations in terms of quality and diversity of food on offer are higher than ever. This is expected to increase further as delivery services take on more partnerships, enabling consumers to choose from a wider range of menu options than ever before.

Mintel’s data indicates that foodservice operators would do well to invest in their dessert menus since the majority of Irish consumers feel that restaurants in Ireland offer the same type of desserts. Tasting menus also appeal to consumers in both NI and RoI, highlighting scope for foodservice operators to incorporate these into their offering.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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