

Brexit - One Year Later - Ireland - October 2017

Report Price: £1095.00 | \$1466.97 | €1241.62

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



“The depreciation of Sterling since the UK’s vote to leave the EU provides significant growth opportunities for the NI tourism sector post-Brexit. Operators could therefore look to invest in growing their capacity and developing their offering to attract more visitors from RoI and key overseas markets.”

– James Wilson, Research Analyst

This report looks at the following areas:

- NI, RoI and GB are dependent on trade with each other
- Farmers expect Brexit to impact their businesses
- UK business confidence sees significant fall
- Demand for Irish passports high in GB and NI

This Report examines the impact of 'Brexit' on the island of Ireland one year after the UK voted to leave the European Union (EU). Indeed, Ireland will be an important consideration within the UK/EU negotiations as Northern Ireland (NI) is the only part of the UK with a land border with the Republic of Ireland (RoI) and therefore the EU.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Brexit - One Year Later - Ireland - October 2017

Report Price: £1095.00 | \$1466.97 | €1241.62

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

Table of Contents

Overview

What you need to know
Issues covered in the Report

Executive Summary

Market factors
NI, RoI and GB are dependent on trade with each other
Farmers expect Brexit to impact their businesses
UK business confidence sees significant fall
Demand for Irish passports high in GB and NI
The consumer
Most consumers' finances the same compared to a year ago
Figure 1: How consumers describe their finances compared to a year ago, NI and RoI, September 2017
Irish consumers unsure about Brexit impact
Figure 2: How consumers feel Brexit will impact their future personal situation, NI and RoI, September 2017
Consumers uncertain about Brexit impact on economy
Figure 3: What effect consumers think Brexit will have on the economy, NI and RoI, September 2017
Little increase in cross-border activity
Figure 4: Cross-border activities undertaken by consumers in the last 12 months, NI and RoI, September 2017
Clothing a key past and future spending intention
Figure 5: Areas where consumers have spent money in the last three months, and future spending intentions, NI and RoI, September 2017
Consumers want greater availability of local products
Figure 6: Agreement with statements relating to Brexit, NI and RoI, September 2017
What we think

The Market – What You Need to Know

Brexit impact on Sterling has potential to benefit NI
Trade between GB, NI and RoI is important for all regions
Agri-food sector expects Brexit impact
Dublin seeking to benefit from UK's EU departure
RoI consumers see future as positive, NI consumers pessimistic

Market Drivers

Brexit: key dates so far
Figure 7: Breakdown of EU referendum results, UK, by region, June 2016
NI exports rise in 2016
Figure 8: Total value of exports, NI, 2015 and 2016
RoI is NI's main export market
Figure 9: Top five export markets, NI, 2016

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Brexit - One Year Later - Ireland - October 2017

Report Price: £1095.00 | \$1466.97 | €1241.62

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

RoI exports exceed imports

Figure 10: Total value of imports and exports, RoI, 2015 and 2016

US top export market for RoI, GB third

Figure 11: Top export markets, RoI, 2015 and 2016

Figure 12: Top import markets, RoI, 2015 and 2016

Most farmers think Brexit will impact their businesses

Figure 13: Will Brexit have an impact on Irish farming, IoI, September 2017

RoI optimistic on Brexit

Figure 14: Positive sentiment of agri-food industry related to Brexit, RoI, 2016 and 2017

Figure 15: Reasons RoI agri-food sector believes Brexit could offer positive opportunity, RoI, July 2017

UK sees largest fall in business confidence

Figure 16: Global business activity expectations in selected markets, March 2017 and June 2017

Brexit uncertainty driving Sterling weakness against the euro

Figure 17: Exchange rates involving Sterling and the euro, January 2016-September 2017

Weaker Pound an opportunity for NI tourism

Brexit concerns boosting Irish passport applications in GB and NI

Figure 18: Number of Irish passport applications from consumers in Great Britain, January-August 2016 and 2017

Figure 19: Number of Irish passport applications from consumers in NI, January-August 2016 and 2017

RoI consumers expect economic growth to continue

Figure 20: How consumers think the general economic condition of the country will change over the next 12 months, NI and RoI, September 2017

Personal finances improving in RoI, mixed picture in NI

Figure 21: Financial health of Irish consumers, RoI, August 2016 and September 2017

Figure 22: Financial health of Irish consumers, NI, August 2016 and September 2017

Consumers in RoI expect personal finances to improve

Figure 23: Thinking specifically about your own personal financial situation, do you think that it will improve, stay the same or get worse over the next 12 months, NI and RoI, September 2017

Inflation remains low in RoI...

Figure 24: Consumer price index vs food inflation, RoI, January 2016-August 2017

...but rising in the UK and NI

Figure 25: Consumer price index vs food inflation and average earnings, UK (including NI), January 2016-September 2017

Hard Brexit provides job opportunities for Dublin

Dublin bidding to host EU agencies leaving UK post-Brexit

EU ends roaming charges but Brexit has implications for mobile use in Ireland

GDPR and the UK's Data Protection Bill

The Consumer – What You Need to Know

NI consumers worse off financially

Most consumers unsure about Brexit, NI most likely to be worried

Cost of living the main Brexit concern for consumers

Few consumers taking advantage of cross-border opportunities

Spending on clothes still important despite Brexit uncertainty

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Brexit - One Year Later - Ireland - October 2017

Report Price: £1095.00 | \$1466.97 | €1241.62

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

Local food and drink important post-Brexit

The Consumer – Financial Situation

Most consumers' finances remain the same over the last year

Figure 26: How consumers describe their finances compared to a year ago, NI and RoI, September 2017

Gen-Xers' finances most likely to be the same

Figure 27: Consumers who think that their finances are the same compared to a year ago, by gender and age, NI and RoI, September 2017

Lower-income households feeling the squeeze

Figure 28: Consumers who think that they are a little bit worse off financially compared to a year ago, by gross annual household income, RoI, September 2017

Figure 29: Consumers who think that they are financially worse off compared to a year ago, by gross annual household income, NI, September 2017

The Consumer – Personal Situation

Irish consumers not sure how Brexit will impact them in the future

Figure 30: How consumers feel Brexit will impact their future personal situation, NI and RoI, September 2017

Men unchanged in their view of Brexit's impact on their lives

Figure 31: Consumers who are unchanged about how they feel Brexit will impact their future personal situation, by gender, NI and RoI, September 2017

Working and unemployed consumers worried about Brexit

Figure 32: Consumers who are worried about how Brexit will impact their future personal situation, by working status, NI and RoI, September 2017

Parents unsure about Brexit implications

Figure 33: Consumers who are unsure about how Brexit will impact their future personal situation, by presence of children in the household, NI and RoI, September 2017

The Consumer – Impact on the Economy

Most consumers neither positive nor negative on Brexit impact

Figure 34: What effect consumers think Brexit will have on the economy, NI and RoI, September 2017

Students least likely to think Brexit will have no career impact

Figure 35: Consumers who think Brexit will have neither a positive nor a negative impact on their career prospects, by working status, NI and RoI, September 2017

Heavy internet users least concerned about negative cost of living impact

Figure 36: Consumers who think Brexit will have a somewhat negative impact on the cost of living, by daily internet usage, NI and RoI, September 2017

Young consumers positive on Brexit impact on unemployment

Figure 37: Consumers who think Brexit will have a somewhat positive impact on unemployment, by age, NI and RoI, September 2017

The Consumer – Cross-border Activities

Exchange rate changes have caused little increase in cross-border activity

Figure 38: Cross-border activities undertaken by consumers in the last 12 months, NI and RoI, September 2017

Cross-border short breaks

Figure 39: If consumers have taken more or fewer cross-border short breaks in the last 12 months, NI and RoI, September 2017

Grocery shopping more likely with consumers along the border

Figure 40: Consumers who have shopped for groceries more in NI in the last 12 months, by region, RoI, September 2017

Mobile data usage highest among younger consumers

Figure 41: If consumers have used their mobile data more when crossing the border in the last 12 months, by gender and age, NI and RoI, September 2017

The Consumer – Spending Intentions

Clothing a key spending area

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Brexit - One Year Later - Ireland - October 2017

Report Price: £1095.00 | \$1466.97 | €1241.62

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

Figure 42: Areas where consumers have spent money in the last three months, and future spending intentions, NI and RoI, September 2017

Clothing a key priority for women

Figure 43: Consumers who have spent money on clothing in the last three months, by gender, NI and RoI, September 2017

A third of consumers have added to their savings

Figure 44: Consumers who have added to their savings in the last three months, by socio-economic class, NI and RoI, September 2017

NI consumers less likely to be booking future holidays

Figure 45: Consumers who have booked a holiday in the last three months and plan to do so in the next three months, NI and RoI, September 2017

Figure 46: Locations visited by consumers for their last short break overseas, NI and RoI, September 2015

A quarter of consumers planning to buy expensive meals in the near future

Figure 47: Consumers who have gone out for an expensive meal in the last three months and plan to do so in the next three months, NI and RoI, September 2017

The Consumer – Attitudes towards Brexit

Local goods important to consumers post-Brexit

Figure 48: Agreement with statements relating to Brexit, NI and RoI, September 2017

More local products in supermarkets appeals to women

Figure 49: Agreement with the statement 'I think more locally sourced products from the UK/Ireland should be available in supermarkets', by gender, NI and RoI, September 2017

Supporting local food and drink industry post-Brexit important to rural communities

Figure 50: Agreement with the statement 'It will be more important to support local food/drink producers after Brexit', by location, NI, September 2017

Figure 51: Agreement with the statement 'It will be more important to support local food/drink producers after Brexit', by location, RoI, September 2017

Weak Pound will see consumers from RoI border counties visit NI for groceries

Figure 52: Agreement with the statement 'If the Pound continues to be weak then I will shop in NI for groceries', by location, RoI, September 2017

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Generational cohort definitions

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com