

Lunchtime Preferences - Ireland - April 2018

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“The Irish foodservice market is driven by the rising popularity of grab-and-go food options as time-poor consumers seek convenience, it is also being shaped by consumer demand for natural ingredients, vegetables, fruits, superfoods and healthy meals.”

- Joanna Kempniak, Research Analyst

This report looks at the following areas:

- Personal finances of Irish consumers affected by Brexit
- Impact of inflation and food prices on disposable income
- Food-to-go meets the needs of busy consumers
- The rising importance of healthy eating diets and natural ingredients
- Digital foodscape and technology product innovations enhance consumer experience

The consumer spend across foodservice outlets continues to grow as Irish consumers enjoy eating out at lunchtime. The relatively short and often limited amount of time spent on lunch breaks highlights the importance of convenience and food on-the-go options for time-poor consumers. Cafés are the most preferred lunchtime outlets which highlights the growing importance of coffee culture in Ireland. Sandwiches top the list of favourite packed lunch food items. Nevertheless, it is important to note that foodservice is increasingly being driven by consumers’ growing interest in plant-based eating, superfoods and healthy meals.

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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 this Report
Definition

Executive Summary

The market

Figure 1: Estimated value of consumer spending across the foodservice market, RoI and NI, 2013-18

Forecast

Figure 2: Indexed estimated value of consumer spending across the foodservice market, RoI and NI, 2013-23

Market factors

Personal finances of Irish consumers affected by Brexit
Impact of inflation and food prices on disposable income
Food-to-go meets the needs of busy consumers
The rising importance of healthy eating diets and natural ingredients
Digital foodscape and technology product innovations enhance consumer experience
Companies, brands and innovations

The consumer

Irish consumers eat out more frequently on an everyday occasion than for leisure

Figure 3: Frequency of buying lunch to eat out of the home on an everyday and a leisure occasion in the last three months, NI and RoI, January 2018

Consumers spend less than 30 minutes for lunch breaks

Figure 4: The amount of time consumers spent eating lunch on an everyday and a leisure occasion in the last three months, NI and RoI, January 2018

Irish consumers eat out at coffee shops

Figure 5: Types of outlets consumers purchased lunch to eat out of home in the last three months, NI and RoI, January 2018

Sandwiches drive the lunchtime traffic

Figure 6: Type of food consumers have eaten for packed lunch in the last three months, NI and RoI, January 2018

Cost of eating out at lunch top concern for Irish consumers

Figure 7: Agreement with statements relating to eating out, NI and RoI, January 2018

The Market – What You Need to Know

Irish consumer spending across foodservice outlets to rise
Political and economic instability affects consumers' spending
Food prices influencing consumer food consumption
Consumers become increasingly interested in food-to-go options
Healthy food and natural ingredients appealing to Irish consumers
Digital technologies and social media continue to influence consumers

Market Size and Forecast

Irish consumers continue eat out

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Figure 8: Estimated value of consumer spending across the foodservice market, IoI, RoI and NI, 2013-23

Limited-service outlets attract the highest share of the consumer spend

Figure 9: Commercial channel – Share of consumer spend, NI and RoI, 2017

Food on the go and fast casual segments appealing to Irish consumers

Figure 10: Consumer spending and share of consumer spend, NI, RoI and IoI, 2017

Slow growth of the quick-service restaurants segment

Figure 11: Estimated value of consumer spending for the quick-service restaurant (QSR) market, IoI, RoI and NI, 2013-23

Cafés/coffee shops continue to benefit from coffee culture

Figure 12: Estimated value of consumer spending for café/coffee shop market, IoI, RoI and NI, 2013-23

Full-service restaurants becoming even more popular choice

Figure 13: Estimated value of consumer spending for the full-service restaurant market, IoI, RoI and NI, 2013-23

Market Drivers

Brexit's shaping consumers' spending

Consumers concerned over finances

Figure 14: How consumers describe their finances compared to a year ago, NI and RoI, September 2017

Figure 15: Financial health of Irish consumers, NI and RoI, January 2017 and January 2018

Food prices continue to fall in RoI but are on the rise in NI

Figure 16: RoI consumer price index – All goods vs food, January 2016-January 2018

Figure 17: NI consumer price index – All goods vs food, January 2016-January 2018

Grab-and-go food appealing to transumers

Figure 18: New product development in food on the go, by sub-category (top 5), UK and Ireland, 2013-17

Figure 19: Top 15 claims analysis of food on-the-go market (top 5), UK and Ireland, 2013-17

Consumers want fast and healthy snacks

Irish consumers in search for convenience and healthy options

Figure 20: Select European countries: attitudes towards prepared meals, 2016

Technology the driver of consumer engagement

Figure 21: Ownership of or access to mobile technology devices, NI and RoI, 2017 and 2018

Companies and Brands – What You Need to Know

YO! Sushi focusing on personalisation and a data-led strategy for the future

Greggs considering additional menu to compete in new mealtime market

Tesco Ireland joins Bord Bia's Origin Green initiative

Centra expanding store network and refurbishing existing portfolio

Boots follows Aldi's lead in prohibiting the sale of energy drinks to under-16s

Companies and Brands

Musgrave (Centra, SuperValu, Mace in NI)

Key facts

Product portfolio

Recent developments

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Subway
Key facts
Product portfolio
Recent developments
Marks & Spencer
Key facts
Product portfolio
Brand NPD
Recent developments
Tesco
Key facts
Product portfolio
Brand NPD
Recent developments
Dunnes
Key facts
Product portfolio
Brand NPD
Recent developments
Boots
Key facts
Product portfolio
Brand NPD
Recent developments
Greggs
Key facts
Product portfolio
Recent developments
Eddie Rockets
Key facts
Product portfolio
Wagamama
Key facts
Product portfolio
Recent developments
YO! Sushi
Key facts
Product portfolio
Recent developments

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McDonald's
Key facts
Product portfolio
Recent developments
Burger King
Key facts
Product portfolio
Recent developments
KFC
Key facts
Product portfolio
Starbucks
Key facts
Product portfolio
Costa Coffee
Key facts
Products portfolio
Recent developments
Insomnia Coffee Company
Key facts
Product portfolio
Recent developments
Boojum
Key facts
Product portfolio
Recent developments
Applegreen
Key facts
Product portfolio
Recent developments

Who's Innovating?

Figure 22: New products launched in the on-the-go food and drink market, UK and Ireland, January 2013-February 2018

Figure 23: Claims analysis of new products launched in sandwiches/wraps and salad categories, UK and Ireland, January 2013-February 2018

Online and mobile pre-ordering

Brunch on the rise as a meal occasion

Reusable cup scheme

The Consumer – What You Need to Know

Irish consumers opt for eating out at lunchtime

Average lunch breaks last less than half an hour

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Cafés and fast food favourite lunchtime venues

Irish consumers show strong preferences towards eating sandwiches

The cost of eating out raises concerns

Frequency of Purchasing Lunch Out of Home

Irish consumers inclined to buy lunch to eat out of home

Figure 24: Frequency of buying lunch to eat out of the home in the last three months, NI and RoI, January 2018

Irish consumers likely to buy lunch out of home a few times a week on an everyday occasion

Figure 25: Frequency of buying lunch to eat out of the home on an everyday occasion in the last three months, NI and RoI, January 2018

RoI men and Millennials most likely to buy lunch to eat out of the home

Figure 26: Consumers who have bought lunch to eat out of home a few times a week on an everyday occasion in the last three months, by gender and age, NI and RoI, January 2018

Figure 27: Consumers who have bought lunch to eat out of home a few times a week on an everyday occasion in the last three months, by working status, NI and RoI, January 2018

Irish consumers buy lunch to eat out less frequently for leisure than for everyday occasions

Figure 28: Frequency of buying lunch to eat out of the home on a leisure occasion in the last three months, NI and RoI, January 2018

Irish women buy lunch out of home on a leisure occasion less frequently than men

Figure 29: Consumers who have bought lunch to eat out of home a few times a month on a leisure occasion in the last three months, by gender and age, NI and RoI, January 2018

Time Consumers Spend Eating Lunch

Irish consumers spend less than half an hour eating lunch on everyday occasions

Figure 30: The amount of time consumers spent eating lunch on an everyday occasion in the last three months, NI and RoI, January 2018

Older Gen-Xers in RoI and NI Baby Boomers spend less than half an hour on the lunch breaks

Figure 31: Consumers who spent 16-30 minutes eating lunch on an everyday occasion in the last three months, by gender and age, NI and RoI, January 2018

Irish consumers take longer lunch breaks on leisure occasions

Figure 32: The amount of time consumers spent eating lunch on a leisure occasion in the last three months, NI and RoI, January 2018

RoI Millennials and C2DEFs taking half an hour lunch breaks on leisure occasions

Figure 33: Consumers who spent 16-30 minutes eating lunch on a leisure occasion in the last three months, by gender, age and social class, NI and RoI, January 2018

Types of Outlets Visited for Lunch Out of Home

Coffee shops and cafés the most frequently visited lunchtime outlet

Figure 34: Types of outlets consumers purchased lunch to eat out of home in the last three months, NI and RoI, January 2018

Irish women more likely to eat out in coffee shops

Figure 35: Consumers who purchased lunch to eat out of home in cafés/coffee shops in the last three months, by gender, NI and RoI, January 2018

Figure 36: Consumers who purchased lunch to eat out of home in cafés/coffee shops in the last three months, by working status, NI and RoI, January 2018

Young Millennials primary fast food outlet shoppers

Figure 37: Consumers who purchased lunch to eat out of home in fast food outlets in the last three months, by age, NI and RoI, January 2018

Figure 38: Consumers who purchased lunch to eat out of home in fast food outlets in the last three months, by social status, NI and RoI, January 2018

Figure 39: Consumers who purchased lunch to eat out of home in fast food outlets in the last three months, by presence of children in household, NI and RoI, January 2018

Supermarkets the preferred food outlet amongst Irish 16-24-year-olds

Figure 40: Consumers who purchased lunch to eat out of home in supermarkets in the last three months, by gender and age, NI and RoI, January 2018

Figure 41: Consumers who purchased lunch to eat out of home in supermarkets in the last three months, by marital status, NI and RoI, January 2018

Deli counter food attracting Irish men

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Report Price: £1095.00 | \$1478.58 | €1232.31

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Figure 42: Consumers who purchased lunch to eat out of home in a convenience store deli counter in the last three months, by gender and marital status, NI and RoI, January 2018
Figure 43: Consumers who purchased lunch to eat out of home in a convenience store deli counter in the last three months, by age, NI and RoI, January 2018

Packed Lunch Food Choices

Sandwiches and wraps favourite lunchtime food

Figure 44: Type of food consumers have eaten for packed lunch in the last three months, NI and RoI, January 2018

Sandwiches top choice for packed lunches made by Irish Millennials

Figure 45: Consumers who have eaten sandwiches/wraps as part of their packed lunch in the last three months, by age, NI and RoI, January 2018

Fruits, vegetables and salads eaten by consumers with higher household income

Figure 46: Consumers who have eaten fruits/vegetables or salads as part of their packed lunch in the last three months, by gross annual household income, NI and RoI, January 2018

Figure 47: Consumers who have eaten fruits/vegetables or salads as part of their packed lunch in the last three months, by age, NI and RoI, January 2018

Soup most popular among RoI women

Figure 48: Consumers who have eaten soup as part of their packed lunch in the last three months, by gender, NI and RoI, January 2018

Treat items and ready meals preferred lunchtime item amongst Irish Millennials and singles

Figure 49: Consumers who have eaten treat items as part of their packed lunch in the last three months, by age, NI and RoI, January 2018

Figure 50: Consumers who have eaten treat items as part of their packed lunch in the last three months, by gender and marital status, NI and RoI, January 2018

Figure 51: Consumers who have eaten ready meals as part of their packed lunch in the last three months, by age and marital status, NI and RoI, January 2018

Attitudes towards Lunchtime Behaviours

Irish consumers concerned about the cost of eating out

Figure 52: Agreement with statements relating to eating out, NI and RoI, January 2018

Irish women and C2DEFs think it is too expensive to eat lunch out daily

Figure 53: Agreement with statement 'It is too expensive to eat lunch out every day', by gender and age, NI and RoI, January 2018

Eating out for lunch is unhealthy according to Irish women

Figure 54: Agreement with statement 'Packed lunches are healthier than eating out for lunch', by gender and age, NI and RoI, January 2018

Irish consumers put off by queues when buying lunch

Figure 55: Agreement with statement 'Queues put me off buying lunch from some venues', by gender, age and social class, NI and RoI, January 2018

Irish Millennials interested in using food delivery services at lunch

Figure 56: Agreement with statement 'I would be interested in using food delivery (eg Deliveroo) services for lunch in the future', by age, NI and RoI, January 2018

Figure 57: Agreement with statement 'I would be interested in using food delivery (eg Deliveroo) services for lunch in the future', by marital status and presence of children in household, NI and RoI, January 2018

Lunch price an important factor for Irish consumers

Figure 58: Agreement with statements 'I spend less on lunch out of home now than I did a year ago' and 'I have switched to less expensive venues for lunch', by age, gender and social class, NI and RoI, January 2018

Appendix – Data Sources, Abbreviations and Supporting Information

Consumer research

Data sources

Generational cohort definitions

Market size rationale

Abbreviations

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