

## Artisan Food - Ireland - November 2018

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

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“Concerns around food safety and quality have seen the issue of traceability become increasingly important to Irish consumers. More widely adopting tracing technology and highlighting their traceability procedures will help specialist food retailers to provide consumers with more information about the origin of their products and reinforce their quality credentials.”

– **James Wilson, Research Analyst**

This report looks at the following areas:

Interest in artisan food continues to grow in Ireland as consumers increasingly turn to higher-quality local food and drinks. Irish consumers are most likely to buy these products for a special occasion, such as a dinner party or Christmas, with butchers, bakeries and greengrocers the most popular types of specialist retailers.

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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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