

## Brexit: Future Hopes and Fears - Ireland - September 2019

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“Provenance will continue to play well post-Brexit and Irish consumers will increasingly favour food and drink products sourced locally. Highlighting where food and drink products are originating from and how much of the purchase price local manufacturers receive will resonate with consumers who are looking to support their local economies during a period of heightened uncertainty.”

– James Wilson, Research Analyst

### This report looks at the following areas:

This Report examines Irish consumers’ hopes and fears regarding the UK’s departure from the EU. Indeed, the island of Ireland has been an important consideration within the UK/EU negotiations since the referendum on EU membership took place in June 2016 as NI is the only part of the UK with a land border with the RoI and therefore the EU.

The UK’s departure from the EU is a highly political issue. It is therefore difficult to escape the political dimension to this issue and references to it. However, this Report will focus on NI and RoI consumers’ hopes and fears regarding Brexit and how it will impact their lives and what it means for companies operating on the island. This Report will make no comment on the political situation regarding the UK’s departure from the European Union or political issues specifically related to Ireland (eg border poll).

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## Table of Contents

### Overview

What you need to know  
Issues covered in the Report

### Executive Summary

Market factors  
Free movement of goods important to the island of Ireland  
Consumer spending falls due to Brexit worries  
RoI consumers see personal finances improve; NI consumers financially insecure  
Irish consumers expecting finances to improve in the year ahead despite Brexit concerns  
Issues impacting companies' Brexit preparations  
The consumer  
Little change seen in most consumers' finances  
Figure 1: How consumers rate their finances compared to a year ago, NI and RoI, June 2019  
Groceries a key spending area for Irish consumers  
Figure 2: Consumers' spending in the last six months, NI and RoI, June 2019  
Taking a holiday is a priority for consumers over the next six months  
Figure 3: Consumers' spending intentions in the next six months, NI and RoI, June 2019  
Consumers think economy will be negatively impacted by Brexit  
Figure 4: What effect consumers think Brexit will have on the economy, NI and RoI, June 2019  
Irish consumers think it's important to support local producers post-Brexit  
Figure 5: Agreement with statements related to Brexit, NI and RoI, June 2019  
What we think

### The Market – What You Need to Know

RoI remains NI's largest export market  
Sterling continues to decline against the euro  
Food prices falling in RoI, rising in NI  
Irish consumers optimistic personal finances will improve

### Market Drivers

UK's departure from EU delayed by six months  
Support highest for UK to retain full EU membership  
Figure 6: Consumers' hopes for the outcome of Brexit negotiations, NI and RoI, June 2019  
euro continues to strengthen against Sterling  
Figure 7: Exchange rates involving Sterling and euro, January 2018-July 2019  
RoI remains the largest single export market for NI  
Figure 8: Value of exports, by region, NI, 2016 and 2017  
RoI economy continues to grow

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Figure 9: Total value of imports and exports, 2017 and 2018

RoI exports most of its goods to the US

Figure 10: Top five export markets and NI, RoI, 2017 and 2018

Great Britain the main import market for RoI

Figure 11: Top five import markets and NI, RoI, 2017 and 2018

NI has highest business insolvency rate in the UK

Figure 12: Percentage increase in total number of business insolvencies since the EU referendum, UK (including NI), by region, 2016/17-2018/19

Brexit worries impact consumer spending

Figure 13: Consumer spending index, RoI, July 2018-June 2019

Food prices falling in RoI, rising in the UK/NI

Figure 14: Consumer price index vs food inflation, RoI, January 2018-June 2019

Figure 15: Consumer price index vs food inflation, UK (including NI), January 2018-June 2019

NI consumers remain fragile

Figure 16: Financial health of Irish consumers, NI, June 2018 and June 2019

Figure 17: Financial health of Irish consumers, RoI, June 2018 and June 2019

Irish consumers optimistic for the year ahead

Figure 18: How consumers expect their personal financial situation to change in the next 12 months, NI, June 2018 and June 2019

Figure 19: How consumers expect their personal financial situation to change in the next 12 months, RoI, June 2018 and June 2019

## Preparing for Brexit – What You Need to Know

Currency exchange rates benefit Charles Hurst's cross-border sales

Dalata Hotels trading favourably but impact of exchange rate should be considered

Lakeland Dairies' principle issue is the potential impact of tariffs

Vodafone's Irish consumers avoid mobile roaming charges

Tesco advises October 2019 is least opportune moment for Brexit

## Preparing for Brexit

Charles Hurst

Key facts

Impact of the UK's (including NI) decision to leave the EU so far

How Charles Hurst is preparing for Brexit

Dalata Hotels

Key facts

Impact of the UK's (including NI) decision to leave the EU so far

How the Dalata Group is preparing for Brexit

Lakeland Dairies

Key facts

Impact of the UK's (including NI) decision to leave the EU so far

How Lakeland Dairies is preparing for Brexit

Vodafone

Key facts

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Impact of the UK's (including NI) decision to leave the EU so far

How Vodafone is preparing for Brexit

Tesco

Key facts

Impact of the UK's (including NI) decision to leave the EU so far

How Tesco is preparing for Brexit

## The Consumer – What You Need to Know

Consumers' finances remain the same as last year

Spending on food and drink for home increases

Irish consumers worried that Brexit will negatively impact economy

Supporting local food and drink producers important post-Brexit

## Financial Situation

Most Irish consumers' finances are the same as last year

Figure 20: How consumers rate their finances compared to a year ago, NI and RoI, June 2019

Young consumers feel better off financially

Figure 21: How consumers rate their finances compared to a year ago, by age, NI, June 2019

Figure 22: How consumers rate their finances compared to a year ago, by age, RoI, June 2019

## Spending Intentions

Consumers spending more on food and drink for home

Figure 23: Consumers' spending in the last six months, NI and RoI, June 2019

Savings and investments a priority for Millennial spending

Figure 24: Consumers' spending on savings and investments in the last six months, by age, NI, June 2019

Figure 25: Consumers' spending on savings and investments in the last six months, by age, RoI, June 2019

Spending on food and drink for home increases among ABC1s

Figure 26: Consumers' spending on food and drink for home in the last six months, by social class, NI and RoI, June 2019

Figure 27: Consumers' spending on eating out (including takeaways) in the last six months, by social class, NI and RoI, June 2019

Irish consumers will spend 'about the same' on most areas

Figure 28: Consumers' spending intentions in the next six months, NI and RoI, June 2019

Young consumers most likely to spend more on holidays

Figure 29: Consumers who expect to spend more on holidays in the next six months, by generation, NI and RoI, June 2019

Irish men planning on spending more in the next six months

Figure 30: Consumers' spending intentions in the next six months, by gender, NI, June 2019

Figure 31: Consumers' spending intentions in the next six months, by gender, RoI, June 2019

## Impact on the Economy

Irish consumers more likely to be pessimistic on Brexit impact

Figure 32: What effect consumers think Brexit will have on the economy, NI and RoI, June 2019

Millennials most likely to think Brexit will have a positive economic impact

Figure 33: Consumers who think Brexit will have a positive impact on economic growth, by age, NI and RoI, June 2019

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## Irish men positive about economic impact of Brexit

Figure 34: What effect consumers think Brexit will have on the economy, by gender, NI, June 2019

Figure 35: What effect consumers think Brexit will have on the economy, by gender, RoI, June 2019

## Young consumers optimistic on savings and investments post-Brexit

Figure 36: Consumers who think Brexit will have a positive impact on their savings and investments, by age, NI and RoI, June 2019

## Attitudes towards Brexit

### Supporting local food producers post-Brexit important to consumers

Figure 37: Agreement with statements related to Brexit, NI and RoI, June 2019

### Local food and drink appeal to women

Figure 38: Agreement with the statement 'It will be more important to support local food/drink producers after Brexit', by gender, NI and RoI, June 2019

### Affluent NI consumers interested in holidaying outside the EU

Figure 39: Agreement with the statement 'A holiday outside of the EU will be more attractive post-Brexit', by social class, NI, June 2019

Figure 40: Agreement with the statement 'A holiday in Great Britain/NI will be better value for money post-Brexit', by social class, RoI, June 2019

### Parents concerned about medicine availability post-Brexit

Figure 41: Agreement with the statement 'Availability of certain medicines will be negatively affected by Brexit', by presence of children in the household, NI and RoI, June 2019

## Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Generational cohort definitions

Abbreviations

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