

The Night In - Ireland - April 2019

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

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



“Watching TV – both live and streamed are key night-in activities among Irish consumers in 2019, and with consumers seeking to cut back on out-of-home leisure spending, this might see increased usage of TV, gaming and other in-home activities moving forward.”
– **Brian O’Connor, Senior Consumer Analyst**

This report looks at the following areas:

The continued increase in the cost of a night out has helped to boost evenings at home, while the continued uptake of streaming services, gaming, etc among Irish consumers has widened their at-home entertainment options.

With the impact of the Brexit still weighing on the minds of consumers, many are skittish about their leisure budget, and moving forward could see even more time spent at home.

**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

The Night In - Ireland - April 2019

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

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

Executive Summary

Market factors

As night-out activities increase in cost, a night in is appealing
NI consumers more likely to predict financial troubles for themselves in 2019
Longer work hours could drive need for relaxation

Consumers shopping online at home for leisure
Streaming continuing to find favour with Irish consumers
Drinking in-home continues apace

Innovations

The consumer

TV key weeknight activity

Figure 1: Types of activities that consumers have done/taken part in during the last three months, on a weeknight, NI and RoI, January 2019

Drinking with friends more likely at the weekend

Figure 2: Types of activities that consumers have done/taken part in during the last three months, on a weekend night, NI and RoI, January 2019

Winter sees Irish consumers stay in for the night more often

Figure 3: Agreement with statements relating to the night in, NI and RoI, January 2019

The Market – What You Need to Know

Costs of out-of-home entertainment continue to increase
NI consumers' dim view of the future might see them spend more time at home
Increased work hours in both NI and RoI
Online sales boosted by at-home shopping for leisure trend
Streaming on track to overtake live TV
Drinking in-home continues apace

Market Drivers

Costs of out-of-home entertainment continue to increase

Figure 4: Consumer Price Index for selected out-of-home leisure spending, RoI, 2015-18

Figure 5: Consumer Price Index for selected out-of-home leisure spending, UK (including NI), 2015-18

NI economic pessimism may see more leisure time spent at home

Figure 6: How consumers expect their personal financial situation to change in the next 12 months, NI, April 2017-December 2018

Figure 7: How consumers expect their personal financial situation to change in the next 12 months, RoI, April 2017-December 2018

Leisure time eroded by increased working hours in RoI and NI

Figure 8: Average working hours per week, RoI, Q1 2014-Q1 2017

Figure 9: Average working hours per week, NI, 2013-18

**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

The Night In - Ireland - April 2019

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

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

Figure 10: Leisure time spent alone and with others per day, by gender and age group, UK (including NI), 2015

Retail therapy enjoyed while at home will boost online sales

Figure 11: Indexed estimated online and mobile retail expenditure, NI, and RoI, 2014-24

Figure 12: Usage of devices to shop online while at home in the last three months, NI and RoI, December 2018

Streaming on track to over-take live TV

Figure 13: Video consumption, UK (including NI), 2016 and 2017

Figure 14: Methods used to watch TV in the last month, NI and RoI, June 2018

Figure 15: Indexed estimated total value of the media streaming market, NI and RoI, 2013-23

Trend for in-home drinking continues

Figure 16: Indexed total estimated on-trade vs. off-trade beer sales, by value, IoI, 2013-23

Figure 17: Selected occasions for drinking at home vs. pub/bar, NI and RoI, 2018*

Innovations – What You Need to Know

Relaxation products needed to cater for increasingly house-bound consumers

Consumers are seeking different options for night-in cooking

Night-in streaming services place further pressure on broadband requirements

Who's Innovating?

More meal kits launching to cater to different night-in meal options

Figure 18: New meal kit product launches, UK and Ireland, 2014-19

Social media claims grow as meal kits focus on speed and ease of use

Figure 19: Claims analysis of new meal kit products launched, UK and Ireland, 2014-19

Consumers aiming for relaxation as theme for nights in

Figure 20: Number of new beauty and personal care products launched using 'relaxation' in the description, by sub-category, UK and Ireland, 2014-19

Night-in drinks should deliver on experience

Figure 21: Top 10 New alcohol products launched, by sub-category, UK and Ireland, 2014 -19

Wine brands should use food pairing to capture dinner party market

Figure 22: Top 10 claims made by new alcoholic drinks brands launched, UK and Ireland, 2014-19

Google entering the gaming sphere

BritBox streaming service to be launched at the end of 2019

Apple to launch streaming service

The Consumer – What You Need to Know

TV key weeknight activity

TV a key weekend activity too, but drinking with friends more likely at weekends

Seasons affect volume of nights spent in

Activities for Weeknights In

Live TV a mainstay of in-home entertainment

Figure 23: Types of activities that consumers have done/ taken part in during the last three months, on a weeknight, NI and RoI, January 2019

Live TV during weekdays shows more appeal to Irish men and those aged 55+

Figure 24: Consumers who watched live TV by themselves or with friends/family (eg sport) on a weeknight, by gender, NI and RoI, January 2019

**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

The Night In - Ireland - April 2019

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

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

Figure 25: Top five types of programmes that consumers have watched on live TV in the last three months, NI and RoI, June 2016

Streaming services used chiefly by younger and more affluent consumers

Figure 26: Consumers who watched programmes on a streaming/on-demand service (eg YouTube, Netflix), by age group and social class, NI and RoI, January 2019

Figure 27: Type of streaming service used to watch content, NI and RoI, June 2018

Shopping online a key weeknight activity

Figure 28: Consumers who shopped online as part of a week-night in, by gender, NI and RoI, January 2019

Figure 29: Estimated online and mobile retail expenditure, NI, and RoI, 2014-19

Activities for Weekend Nights In

TV viewing key weekend activities too

Figure 30: Types of activities that consumers have done/taken part in during the last three months, on a weekend night, NI and RoI, January 2019

Over half of consumers drink at home during the weekend

Figure 31: Consumers who had a drink with friends or relatives on a weekend night, by social class, NI and RoI, January 2019

Spending time with family/children tapers off above age 55

Figure 32: Consumers who spent time with their family/children, by age group, NI and RoI, January 2019

NI consumers bigger gamers compared to RoI

Figure 33: Consumers who play videogames, weeknight vs. weekend night, NI and RoI, January 2019

Figure 34: How often consumers play video games, by device used, NI and RoI, June 2017

Romantic evenings more common at the weekend

Figure 35: Consumers who spend a romantic evening with their significant other, weeknight vs weekend night, NI and RoI, January 2019

Attitudes towards Nights In

Winter sees consumers spend more nights in

Figure 36: Agreement with statements relating to the night in, NI and RoI, January 2019

Irish women more likely to spend winter nights at home

Figure 37: Agreement with the statement "I'm more likely to spend more nights in during the winter months as opposed to summer", by gender, NI and RoI, January 2019

Destressing a key factor for a night in

Figure 38: Agreement with the statement "I prefer to use nights in to destress and unwind rather than party", by gender and presence of children in household, NI and RoI, January 2019

Figure 39: Top five ways consumers deal with anxiety and stress, NI and RoI, June 2018

Six in ten spending more time at home in 2018/9

Figure 40: Agreement with the statement "I'm spending more time in-home compared to 12 months ago", by gender and presence of children in household, NI and RoI, January 2019

NI consumers more likely to spend more on night-in treats

Figure 41: Agreement with the statement "I'm more likely to spend more on treats/snacks on a night in on my own", by gender and presence of children in household, NI and RoI, January 2019

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