



## September 2013

### Arts, Festivals and Concerts - Ireland

“The expense of tickets is a major barrier to the arts, festivals and concerts sector of the Irish market, but despite the economic struggles of Irish consumers, there remains a strong thirst for a variety of different festivals and events. However opportunities still exist to increase revenue generated by festivals ...

## August 2013

### Entertaining in the Home - Ireland

“The entertaining at home market has experienced a boost following the onset of the economic downturn as cash-strapped consumers look to ways of socialising with friends on a budget. New product development in the food and alcohol sectors coupled with innovation for national and calendar occasions are helping consumers engage ...

## July 2013

### Apps and Applications - Ireland

“Usage of apps and applications in Ireland will continue to grow as they offer time-pressed Irish consumers a convenient way to perform everyday tasks. Going forward, as consumers become accustomed to conducting their daily activities through apps and applications, the companies and brands that are able to provide these utilities ...