



January 2013

Marketing to Young Families - Ireland

The dynamics of family households within Ireland have changed with a rise in mothers in employment and a trend for smaller families. The increase in mothers working has resulted in changing gender roles, with men becoming more involved within the home. As the dynamics of Irish families continue to evolve ...

October 2012

Telecommunications - Ireland

As the standard mobile phone market begins to decline in usage, the smartphone industry is expanding strongly in terms of handset usage and data usage.

August 2012

Irish Lifestyles - Ireland

Irish consumers are living under the threat of the breakup of the eurozone and NI consumers are already faced with a double-dip recession in 2012. This has seen their spending in a number of sectors decline, with a corresponding decrease in spending power.

June 2012

Attitudes to Advertising - Ireland

The year 2012 continues to see traditional media losing ground to newer media, with Irish consumers increasingly exposed to web-based advertising, in turn lessening the effectiveness of TV and print advertising.