



March 2011

Alcohol Retailing - Ireland

The recession has seen the Irish alcohol retail market decline further since 2009 as consumers continue to drink less alcohol overall, and to drink at home when they do drink. Consumer data highlight that the cost of drinking is the biggest barrier to market growth. Other issues influencing the market ...

'Food to go' Opportunities for the Lunchtime Trade - Ireland

The Irish food-to-go market has seen its value decline during the recession, with consumers increasingly seeking out more cost effective ways of eating lunch, including the use of packed lunches and special meal offers. Consumers are increasingly trading down in this market from premium food options to more value-oriented products.