



February 2012

Attitudes towards Advertising - Ireland

The advertising industry is being heavily impacted by technological developments; whilst television remains the most popular advertising medium (with over seven in ten consumers identifying TV as the advertising medium they pay most attention to), online media players and time-shifted viewing via personal video recorders (PVRs) are stealing market share.

December 2011

Beauty and Personal Care - Ireland

Virtually everyone in Europe uses beauty and personal care items each day, with the European Cosmetics Industry Association (Colipa) valuing the cosmetics industry across Europe (including personal hygiene and beauty products) at €67 billion for 2010. The all-Ireland beauty and personal care market is valued at €988 million for 2011 ...

October 2011

Young People and Finance - Ireland

Young consumers aged 18-24 provide a key target market for many financial providers. Banks are keen to acquire and retain younger customers and so offer them a range of specific products and services tailored to their needs, hoping to gain their loyalty young, thus helping to generate lifetime customers.

July 2011

Christmas Retailing - Ireland

The economic downturn has already presented challenging conditions for retailers, but in the 2010 Christmas shopping period, poor weather conditions (eg snow and ice) further hampered the trading environment for retailers, which combined with poor consumer confidence, has left many retailers struggling to make sales targets.



June 2011

Irish Lifestyles - Ireland

The Irish population has faced a turbulent few years, amid threats of unemployment and not being able to manage their finances. These have subsequently led to a rise in stress, depression and other associated mental health problems, in addition to a rise in crime.

Household Cleaning Products - Ireland

Since Mintel last examined the Irish market for household cleaning products in June 2004, the economic situation facing consumers and companies has changed dramatically. Consumers' need to economise is having a profound impact on all sectors, and the household cleaning sector is no exception.