



February 2011

New Media and the Irish Consumer - Ireland

Now that around two thirds of all Irish consumers have a broadband internet connection in the home, the internet is an established, mainstream channel through which advertisers can reach a mass-market audience. However, there is a danger that the rapid growth in online advertising could diminish the effectiveness of the ...

November 2010

Reaction to the Recession - Changes in Shopping Behaviour - Ireland

The recession, which began in September 2008 in RoI, and some months later in NI, has had a profound impact on Irish consumers' spending and shopping habits. According to consumer data presented in this report, just 29% of NI and 23% of RoI consumers claim that their spending habits have ...

September 2010

Brand Loyalty in Food and Drink and Irish Consumers' Growing Fondness for Own-label - Ireland

A thriving market that has advanced far from its initial niche as a vehicle for bargain basement products and entry level staples, own-label sales now account for around a third of all grocery sales in Ireland.

August 2010

Irish Lifestyles - Ireland

Since the onset of the recession, it has been a case of "all changed, changed utterly" for Irish consumers. In response to a profound change in their circumstances, consumers have made some changes to their lifestyles. These changes have affected not only their spending behaviour, but also their attitudes towards ...



July 2010

Young People (18-24s) and their Attitudes to Alcohol - Ireland

In response to increasing demand for data concerning the dynamic economy and growth markets of Northern Ireland and The Republic of Ireland, Mintel has developed a series of reports covering a wide variety of sectors within both of these dynamic regions. Each one provides detailed coverage of key drivers as ...

March 2010

Targeting the Over-50s - Ireland

Irrespective of the measure used, the over-50s demographic is one that no sector, company, brand or marketer can afford to ignore. Not only are there more over-50s in Ireland now than at any point in recent history, it is the one demographic that is projected to grow significantly in number ...