



January 2014

Spectator Sports - Ireland

“With tickets for spectator sports perceived to be overpriced, Irish consumers appear to be opting to watch live sports on TV instead of attending the event. Going forward, internet-enabled smart TVs will increase the threat to in-stadium attendance as they will facilitate live streaming of sports events at a quality ...

November 2013

Short Breaks - Ireland

“With the situation of high oil prices and low wage growth likely to continue and result in higher prices, companies operating in this sector will need to consider how they provide value for money and communicate this effectively through the appropriate channels to increase the number of domestic and overseas ...

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 ...

June 2013

Outdoor Adventure Tourism - Ireland

“Outdoor adventure tourism has the potential to grow as a sector due to the forecast increase in visitors to Ireland and consumer expenditure. As such, companies operating in this sector may wish to consider developing a more balanced communication strategy that includes greater offline activity to reach and appeal to ...

May 2013

Online Social Networking - Ireland

“While advertising on social networking sites offers companies the opportunity to reach and engage with Irish consumers directly, the brands that will see the greatest return from promoting their goods and services through these channels will be those that offer tangible solutions to consumers’ individual needs.”

February 2013

Domestic vs Overseas Tourism - Ireland

“The fragile economic environment presents a significant challenge to the tourism industry in Ireland, and as such, companies operating in this sector will need to clearly demonstrate value for money to encourage financially cautious domestic and overseas visitors to spend.”