



September 2018

Healthy Lifestyles - Healthy Ageing - Ireland

“The appearance of wrinkles is one of the most common signs of ageing and Irish consumers, particularly women, are turning to anti-wrinkle cream to revitalise their skin. However, as the majority of consumers agree that a lot of anti-ageing products oversell their effectiveness, ‘positive ageing’ messaging that emphasises healthy skin ...

August 2018

Attitudes to Advertising - Ireland

“There remains a high level of advertising avoidance as Irish consumers continue to fast forward through TV adverts when using catch-up and on-demand services, and change channels and browser tabs when adverts start. However, as consumers show a strong preference for advertising that informs them of special offers and makes ...