



September 2016

Exercise and Fitness - Ireland

“As the health trend in Ireland continues to accelerate we find this is making consumers more active in an effort to stay fit and healthy. However, the marketplace for gyms and fitness centres is changing as a result of the cost-cutting consumer mindset – leading to the expansion of no-frills ...

August 2016

Attitudes towards Advertising - Ireland

“Brands should look to soften their approach in delivering ads, particularly online, and use less data-heavy forms of advertising. Such an approach would be well received by mobile users frustrated by slow page load times, the impact that this has on their devices’ battery life and the cost in terms ...