



# Foodservice – Ireland – July 2013

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- Which sector of the foodservice industry is performing best?
- Are supermarket own-brand offers and promotional meal deals encouraging in-home consumption and stealing market share?
- Are food safety issues causing concern for diners and impacting the market?
- How are foodservice providers encouraging diners to dine in restaurants?
- Are healthy eating concerns impacting on the market and what are food service providers doing to respond?

The all-Ireland foodservice market benefited during the 'boom' years of the Irish economy in which consumers with increased disposable incomes dined out regularly, leading to the market being valued at €7.2bn in 2008. However, the onset of the economic downturn saw consumers dining out less frequently and reducing their average spend per visit, actively seeking low-cost dining options, thus lowering the market value significantly year on year until 2012.

The year 2012 saw the market grow for the first year since the crash in 2008, with modest growth predicted in the coming years. With the spotlight being placed on origin of food, especially in the aftermath of the horsemeat scandal at the beginning of 2013, foodservice providers who are able to balance quality and cost are likely to attract out-of-home diners.



"The lol foodservice market has experienced turbulent times since the onset of the economic downturn in 2008 when the market value declined by €1bn between 2008 and 2010. However, shoots of hope are emerging.

### Standout

sectors have been identified as the on-the-go and casual dining segments; with consumers looking to enjoy 'good value' dining out."

**– Sophie Dorbie, Research Analyst**

### Buy this report now

Visit [store.mintel.com](http://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.