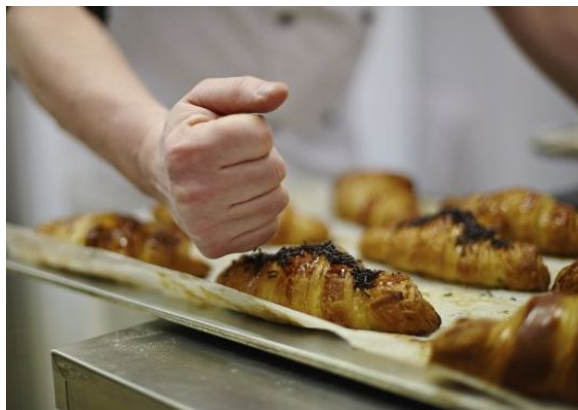


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“The improving economic situation in NI and RoI has helped to see consumers loosen their purse strings a little in 2015 and to the benefit of artisan food products. That being said, moving forward, consumers will increasingly expect goods positioned as being artisan to prove these credentials.”

—
Brian O'Connor, Senior Consumer Analyst

This report looks at the following areas:

- What types of food specialists do Irish consumers use? – Which types of artisan food prove to be most popular among Irish consumers? Which factors encourage consumers to use one type of artisan food provider over another?
- Which factors do Irish consumers consider important when shopping for artisan food? – Is price the key concern, or are qualities such as provenance and production technique important to Irish consumers?
- Compared to supermarkets, what are Irish consumers' attitudes towards artisan retailers? – Do consumers see artisan retailers as having better quality? Do they find shopping in artisan stores to be convenient?
- Which factors would encourage consumers to shop more with food specialists/artisan retailers? – Would factors such as a click and collect service help to boost consumer usage of artisan retailers?

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