

## Artisan Food - Ireland - June 2016

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“With consumer confidence improving between 2015 and 2016 it will see consumers more willing to splash out on premium or luxury goods – to the benefit of artisan producers in Ireland. However, consumers will not splash their cash without forethought, and will still seek strong justification for paying more for artisan goods.”  
– Brian O’Connor, Senior Consumer Analyst

### This report looks at the following areas:

- Butchers and bakers see most visits in 2016
- Knowledge, quality and community spirit are key selling points of artisan stores

The artisan food market in Ireland has seen growth between 2014 and 2015, with recovering consumer confidence and lower food prices helping to see more consumers splash out on premium-priced specialist food items.

Moving forward, highlighting the quality and regional sourcing of ingredients used for foodstuffs will help to further boost the value of the market, while consumers continue to want to support businesses that help to support Irish jobs and markets.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know  
Issues covered in this Report

### Executive Summary

The market  
Figure 1: Estimated share of food and drink specialists' turnover, IoI, 2014

Forecast  
Figure 2: Indexed speciality food sales, by value, IoI, NI and RoI, 2011-21

Market factors  
Food prices continue to decline in 2016  
NI and RoI consumers have greater disposable income  
Confidence levels have fallen slightly since beginning of 2016  
Authenticity helping to drive consumer interest

Key Players and Innovations

The Consumer  
Butchers and bakers see most visits in 2016  
Figure 3: Types of food specialists/ artisan retailers visited in the last three months, NI and RoI, April 2016

Knowledge, quality and community spirit are key selling points of artisan stores  
Figure 4: Agreement with statements relating to food specialists/ artisan food, NI and RoI, April 2016

### The Market – What You Need to Know

Steady growth in the food specialist sector  
Consumer prices continue to fall  
Disposable income increases in NI and RoI  
Confidence levels fall  
Authenticity important in selling the artisan brand

### Market Size and Forecast

Steady growth in artisan food value  
Figure 5: Speciality food sales, by value, IoI, NI and RoI, 2011-21

Brexit impact on NI and RoI artisan market

RoI to see a stronger growth rate of sales  
Figure 6: Indexed speciality food sales, by value, NI and RoI, 2011-21

Butchers & off-licences most valuable sectors of the food specialist markets  
Figure 7: Estimated share of food and drink specialists' turnover, IoI, 2014  
Figure 8: Agreement with statements relating to meat, NI and RoI, June 2015

Craft trend helping to boost off-licences' share of the food specialist market

### Market Drivers

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## Food prices continue to decline

Figure 9: Consumer Price Indices of all goods vs. food & non-alcoholic beverages, RoI, January 2012-May 2016

Figure 10: Consumer Price Indices of all goods vs food & non-alcoholic beverages, NI, January 2012-March 2016

## Low disposable income inhibits artisan food buying

Figure 11: Estimated disposable income level per person, by region, UK, 2012 and 2014

## RoI consumers better positioned to afford artisan goods

Figure 12: Estimated disposable income level per person, by region, RoI, 2012 and 2014

## Confidence levels dip for RoI in 2016

Figure 13: Consumer sentiment index, RoI, January 2012-May 2016

## NI consumer confidence dips in NI due to Brexit

Figure 14: Consumer confidence index, NI, Q1 2012-Q1 2016

Figure 15: How consumers feel their personal financial situation has changed in the last 12 months, NI, Q1 2016

## Spending on groceries

Figure 16: Average amount that consumers spend each week for household groceries, NI and RoI, September 2015

## Authenticity a key selling point

## Bringing authenticity to product processes

## Companies and Innovations – What You Need to Know

Finnebrogue opens new £25 million food processing plant

Abernethy butter crafts dulce butter

Brighter Gold launches 'Liquid Gold' for Year of Food and Drink

Abolition of milk quotas equals more artisan cheese

Sweet spreads enter premium artisan food category

Scope for artisan popcorn to enter the Irish artisan market

## Who's Innovating?

Abolition of milk quotas equals rise in Irish Farmhouse Cheese

Scope for seaweed to tap into protein craze

Sweet spreads enter premium artisanal category

Scope for artisan popcorn to enter the Irish artisan market

Artisan producers capitalise on burgeoning free-from market

## Companies and Brands

Abernethy Butter

Key Facts

Product Portfolio

Recent Developments

Brighter Gold Rapeseed Oil

Key Facts

Product Portfolio

Recent Developments

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Ewing's Seafood

Key Facts

Product Portfolio

Recent Developments

Finnebrogue Venison

Key Facts

Product Portfolio

Brand NPD

Recent Developments

Hannan Meats

Key Facts

Product Portfolio

Recent Developments

Glastry Farm

Key Facts

Product Portfolio

Recent Developments

Gubbeen Farmhouse

Key Facts

Product Portfolio

Keogh's Crisps

Key Facts

Product Portfolio

Recent Developments

Mash Direct

Product Portfolio

Recent Developments

McCarthy's of Kanturk

Key Facts

Product Portfolio

Mungo Murphy's Seaweed

Key Facts

Product Portfolio

### The Consumer – What You Need to Know

Butchers and bakers most likely food specialists to be visited by Irish consumers

Artisan stores valued for their knowledge and quality

### The Consumer – Types of Artisan Specialists Used

Butchers and bakers top food specialists used

Figure 17: Types of food specialists/ artisan retailers visited in the last three months, NI and RoI, April 2016

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### Butchers see strongest usage among mature consumers

Figure 18: Consumers who have visited a butcher in the last three months, by age, NI and RoI, April 2016

### Bakers see strongest usage among affluent consumers

Figure 19: Consumers who have visited a baker in the last three months, by gender and social class, NI and RoI, April 2016

### Health food sees greater use among RoI consumers

### Women keen users of health food stores

Figure 20: Consumers who have visited a health food shop in the last three months, by gender and age, NI and RoI, April 2016

### Greengrocer usage restricted by RoI usage of discounters

Figure 21: Agreement with selected statements related to fruit and vegetables, NI and RoI, November 2015

### Ethnic markets appeal more to RoI shoppers

Figure 22: Consumers who have visited an ethnic food shop in the last three months, by location, RoI, April 2016

## The Consumer – Attitudes towards Artisan Food

### Artisan stores valued for knowledgeable staff

Figure 23: Agreement with statements relating to food specialists/artisan food, NI and RoI, April 2016

### Heavy net users see artisan staff as more knowledgeable

Figure 24: Agreement with the statement 'Staff at food specialists/artisans are more knowledgeable than those at supermarkets', by daily internet usage, NI and RoI, April 2016

### Three quarters would like to eat in artisan stores more

Figure 25: Agreement with the statement 'I would like to see more food specialists/artisans where it is possible to sit in and eat', by gender, NI and RoI, April 2016

### Over half would like to see artisan stores get more involved with the community

Figure 26: Agreement with the statement 'Food specialists/artisans get more involved with the local community than supermarkets', by location, NI and RoI, April 2016

### Many see artisan stores as having better quality

Figure 27: Agreement with the statement 'I trust the quality of goods in a food specialist/artisan more than the goods in supermarkets', by gender, NI and RoI, April 2016

### Consumers less likely to waste food from artisan stores

## Appendix – Data Sources, Abbreviations and Supporting Information

Consumer research

Market size rationale

Data sources

Generational cohort definitions

Abbreviations

## Appendix – The Consumer

### NI Toluna data

Figure 28: Types of food specialists/ artisan retailers visited in the last three months, by demographics, NI, April 2016

Figure 29: Types of food specialists/ artisan retailers visited in the last three months, by demographics, NI, April 2016 (continued)

Figure 30: Types of food specialists/ artisan retailers visited in the last three months, by demographics, NI, April 2016 (continued)

Figure 31: Agreement with the statement 'I think artisan food is healthier compared to standard food', by demographics, NI, April 2016

Figure 32: Agreement with the statement 'I trust the quality of goods in a food specialist/artisan more than the goods in supermarkets', by demographics, NI, April 2016

Figure 33: Agreement with the statement 'Food specialists/artisans are cheaper than supermarkets', by demographics, NI, April 2016

Figure 34: Agreement with the statement 'There are not enough food specialists/artisans in my local area', by demographics, NI, April 2016

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Figure 35: Agreement with the statement 'I am less likely to allow food bought from artisan stores to go to waste', by demographics, NI, April 2016

Figure 36: Agreement with the statement 'I find food specialists/artisans intimidating', by demographics, NI, April 2016

Figure 37: Agreement with the statement 'Food bought from food specialists/artisans tastes better than what you can get in supermarkets', by demographics, NI, April 2016

Figure 38: Agreement with the statement 'There is a wider range of goods in food specialists/artisans', by demographics, NI, April 2016

Figure 39: Agreement with the statement 'Food specialists/artisans are never open when I need them', by demographics, NI, April 2016

Figure 40: Agreement with the statement 'Staff at food specialists/artisans are more knowledgeable than those at supermarkets', by demographics, NI, April 2016

Figure 41: Agreement with the statement 'Food specialists/artisans get more involved with the local community than supermarkets', by demographics, NI, April 2016

Figure 42: Agreement with the statement 'I would like to see more food specialists/ artisans where it is possible to sit in and eat', by demographics, NI, April 2016

### Rol Toluna data

Figure 43: Types of food specialists/ artisan retailers visited in the last three months, by demographics, Rol, April 2016

Figure 44: Types of food specialists/ artisan retailers visited in the last three months, by demographics, Rol, April 2016 (continued)

Figure 45: Types of food specialists/ artisan retailers visited in the last three months, by demographics, Rol, April 2016 (continued)

Figure 46: Agreement with the statement 'I think artisan food is healthier compared to standard food', by demographics, Rol, April 2016

Figure 47: Agreement with the statement 'I trust the quality of goods in a food specialist/artisan more than the goods in supermarkets', by demographics, Rol, April 2016

Figure 48: Agreement with the statement 'Food specialists/artisans are cheaper than supermarkets', by demographics, Rol, April 2016

Figure 49: Agreement with the statement 'There are not enough food specialists/artisans in my local area', by demographics, Rol, April 2016

Figure 50: Agreement with the statement 'I am less likely to allow food bought from artisan stores to go to waste', by demographics, Rol, April 2016

Figure 51: Agreement with the statement 'I find food specialists/artisans intimidating', by demographics, Rol, April 2016

Figure 52: Agreement with the statement 'Food bought from food specialists/artisans tastes better than what you can get in supermarkets', by demographics, Rol, April 2016

Figure 53: Agreement with the statement 'There is a wider range of goods in food specialists/artisans', by demographics, Rol, April 2016

Figure 54: Agreement with the statement 'Food specialists/artisans are never open when I need them', by demographics, Rol, April 2016

Figure 55: Agreement with the statement 'Staff at food specialists/artisans are more knowledgeable than those at supermarkets', by demographics, Rol, April 2016

Figure 56: Agreement with the statement 'Food specialists/artisans get more involved with the local community than supermarkets', by demographics, Rol, April 2016

Figure 57: Agreement with the statement 'I would like to see more food specialists/ artisans where it is possible to sit in and eat', by demographics, Rol, April 2016

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