

The Night In - Ireland - January 2017

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“Increased inflation has impacted on disposable income levels among Irish consumers, and in turn now sees consumers preferring to spend more time in the home during the evenings, which has boosted usage of low-cost activities such as watching TV.”

— Brian O’Connor, Senior Consumer Analyst

This report looks at the following areas:

The rising cost of a night out in Ireland is seeing consumers choosing to spend more evenings at home in 2016, and with consumer confidence dipping in late 2016, 2017 will see consumers spending more time at home.

This in turn will see greater usage of TV, social media and other forms of in-home entertainment. Parties and hosting drinks at home will also benefit sales of alcohol via the off-trade and sales of ready-made party food – particularly in NI, as NI consumers are more inclined to use ready-made party foods compared to RoI consumers (Toluna 2016).

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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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