

Full Service Restaurants - Ireland - July 2018

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“The full-service restaurant sector in Ireland is growing as consumers are eating out on a regular basis given their busy lifestyles and the demand for convenience.”

– **Joanna Kempniak, Research Analyst**

This report looks at the following areas:

Development and innovation in the restaurant industry is driven by consumers’ search for healthy, vegan and locally sourced food, as well the increasing popularity and importance of digital/social media and advances in technology. Nonetheless, the sector is facing a problem of chef shortages which is likely to become a bigger issue and result in a negative impact on the hospitality industry post-Brexit.

This Report examines the full-service restaurant market in Ireland NI (Northern Ireland) and RoI (Republic of Ireland). It evaluates the main drivers and trends affecting the market and influencing consumer behaviour. Additionally, the Report draws on consumer research and examines the frequency of eating out and types of restaurants consumers have eaten in. Moreover, it investigates factors that consumers perceive as important when choosing a place to eat in, examines consumers’ behaviours and attitudes towards dining out as well as restaurants.

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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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