

## Premium food and drink - What will consumers pay more for? - Ireland - August 2018

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"When purchasing food and drink, Irish consumers opt mainly for standard branded products across most categories such as snacks, alcohol and soft drinks, yet are drawn to own-label milk, baked sweet goods and prepared foods."

- Joanna Kempniak, Research Analyst

This report looks at the following areas:

Mintel's research highlights that Irish consumers are willing to pay more for factors such as freshness as well as food and drink products that are locally sourced, thus emphasising the importance of food traceability and provenance. Consumers are also attracted by premium-priced products that are Fairtrade, adhere to a high animal welfare standard and are environmentally friendly. Nonetheless, Irish consumers believe that it is worth paying extra for quality food and drink products, with a strong level of NI and RoI consumers noting that taste itself is more important to them than branding.

This Report examines opinion on premium food and drink products amongst consumers on the island of Ireland (IoI). It evaluates the main drivers and trends affecting the market and influencing consumers' decision-making and purchasing behaviour. This Report draws on consumer research and covers household grocery shopping responsibilities and types of products consumers opt for. Moreover, it investigates the factors influencing consumers to pay more for selected items and attitudes towards luxury food and drink produce.

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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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