

Brexit: Future Hopes and Fears - Ireland - September 2019

Report Price: £1495 | \$1995 | €1800

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This report looks at the following areas:

This Report examines Irish consumers' hopes and fears regarding the UK's departure from the EU. Indeed, the island of Ireland has been an important consideration within the UK/EU negotiations since the referendum on EU membership took place in June 2016 as NI is the only part of the UK with a land border with the RoI and therefore the EU.

The UK's departure from the EU is a highly political issue. It is therefore difficult to escape the political dimension to this issue and references to it. However, this Report will focus on NI and RoI consumers' hopes and fears regarding Brexit and how it will impact their lives and what it means for companies operating on the island. This Report will make no comment on the political situation regarding the UK's departure from the European Union or political issues specifically related to Ireland (eg border poll).



“Provenance will continue to play well post-Brexit and Irish consumers will increasingly favour food and drink products sourced locally. Highlighting where food and drink products are originating from and how much of the purchase price local manufacturers receive will resonate with consumers who are looking to support their local economies during a period of heightened uncertainty.”

James Wilson, Research Analyst
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