“As cash-strapped consumers look to ways of socialising with friends on a budget, new product development in the food and alcohol sectors coupled with innovation for national and calendar occasions are helping consumers engage with the idea and embrace the home as a venue.”

– Sophie Dorbie, Research Analyst

In this report we answer the key questions:

- What impact is the current economic climate having on the entertaining at home market?
- How has the entertaining at home market evolved?
- How are consumers catering for in-home events?
- What type of events are consumers hosting in their homes?

With consumers facing financial pressures, entertaining at home is an attractive option for many NI and RoI households. Overall, RoI consumers are entertaining at home more than NI consumers, likely due to the more challenging economic climate in RoI.

As the economy starts to show signs of recovery, companies must continue to engage and enthuse consumers about entertaining at home, be it through novelty concepts, recipes, packaging innovations or marketing campaigns which catch consumers’ imagination and inspire more informal entertaining occasions.

**Entertaining in the Home - Ireland - July 2013**

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**DID YOU KNOW?**

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