



## January 2010

### Technology Brand Dynamics - Ireland

In response to increasing demand for data concerning the dynamic economy and growth markets of Northern Ireland and The Republic of Ireland, Mintel has developed a series of reports covering a wide variety of sectors within both of these dynamic regions. Each one provides detailed coverage of key drivers as ...

## October 2009

### Ethics and the Irish Consumer - Ireland

The concept of ethical consumerism is one that has been steadily gathering momentum in Ireland over the past decade, yet the degree to which ethical and green issues influence Irish consumers' purchasing behaviour and general lifestyle differs markedly across different sectors. While it is approaching mainstream status in the food ...

## July 2009

### Irish Lifestyles - Ireland

After a prolonged period of wealth and opportunity, Irish consumers are still coming to terms with the new economic and social reality of recession. Unprecedented levels of employment, rising incomes and buoyant consumer confidence have given way to almost daily announcements of additional job losses, pay freezes (or cuts), ever-bleaker ...

## June 2009

### Food Tourism - Ireland

The food tourism market outperformed the overall tourism market between 2003 and 2007, but neither has been immune to the effects of the global economic slowdown which has caused the value of the food tourism market to decline by 4% in 2008, and the value of the broader tourism market ...



**February 2009**

### **Attitudes to Food and Drink - Ireland**

The foodservice sector in Ireland experienced strong growth between 2003 and 2008, however, the rising costs of living and looming threat of unemployment are likely to restrict growth over the next five years.