



## February 2011

### **New Media and the Irish Consumer - Ireland**

Now that around two thirds of all Irish consumers have a broadband internet connection in the home, the internet is an established, mainstream channel through which advertisers can reach a mass-market audience. However, there is a danger that the rapid growth in online advertising could diminish the effectiveness of the ...

## November 2010

### **Reaction to the Recession - Changes in Shopping Behaviour - Ireland**

The recession, which began in September 2008 in RoI, and some months later in NI, has had a profound impact on Irish consumers' spending and shopping habits. According to consumer data presented in this report, just 29% of NI and 23% of RoI consumers claim that their spending habits have ...

## September 2010

### **Brand Loyalty in Food and Drink and Irish Consumers' Growing Fondness for Own-label - Ireland**

A thriving market that has advanced far from its initial niche as a vehicle for bargain basement products and entry level staples, own-label sales now account for around a third of all grocery sales in Ireland.

## August 2010

### **Irish Lifestyles - Ireland**

Since the onset of the recession, it has been a case of "all changed, changed utterly" for Irish consumers. In response to a profound change in their circumstances, consumers have made some changes to their lifestyles. These changes have affected not only their spending behaviour, but also their attitudes towards ...



## July 2010

### Young People (18-24s) and their Attitudes to Alcohol - 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 ...

## March 2010

### Targeting the Over-50s - Ireland

Irrespective of the measure used, the over-50s demographic is one that no sector, company, brand or marketer can afford to ignore. Not only are there more over-50s in Ireland now than at any point in recent history, it is the one demographic that is projected to grow significantly in number ...