



## January 2009

### Marketing Finance to Younger Consumers - Ireland

Younger consumers provide a vital source of new business for financial services providers. Banks are keen to acquire and retain younger customers and so offer them a range of specific products and services tailored to their needs.

## November 2008

### Media Consumption - Ireland

In line with changing social and economic conditions in Ireland, the way consumers are accessing media channels is evolving.

## September 2008

### Food and Drink Brand Dynamics - Ireland

This report provides a competitive insight into brand dynamics in the Irish food and drink marketplace. This is the first time that Mintel has studied brand elements in Ireland, and has selected three categories (lager, yogurt and hot drinks) that demonstrate high levels of innovation, brand loyalty, and investment by ...

## May 2008

### Irish Lifestyles - Ireland

Wealth and consumerism occupy the mindset of modern Western society, and today's Irish consumer has not escaped the pull of materialism. However, alongside ambition and determination to succeed lie inherent religious and ethical values, which are sometimes found lacking elsewhere in the West.

## February 2008

### Multicultural Ireland: The Ethnic Impact - Ireland

### Women's Changing Lifestyles: What Women Want? - Ireland



## Lifestyles - Ireland



The influx of immigrants to Ireland's shores is not a recent phenomenon, yet there is much confusion over the exact numbers of non-nationals living both north and south of the border. In 2007, non-nationals accounted for an estimated 13% of the Republic of Ireland (RoI) population, and 2% (2006) of ...

The role of women in Irish society has changed dramatically in recent years, and, indeed, continues to change. In one respect, this is due to changes in Irish society generally, but the changing role of women has also been a major catalyst in altering Irish society. Both in NI and ...