



December 2016

The Night Out: Entertaining Out-of-home - Ireland

“The majority of Irish consumers think that nights out of the home are getting too expensive. As such, operators within the night out economy will be increasingly challenged to demonstrate the value that they offer. Introducing unusual and surprising concepts that can showcase their wares in a new ...

September 2016

Exercise and Fitness - Ireland

“As the health trend in Ireland continues to accelerate we find this is making consumers more active in an effort to stay fit and healthy. However, the marketplace for gyms and fitness centres is changing as a result of the cost-cutting consumer mindset – leading to the expansion of no-frills ...

August 2016

Attitudes towards Advertising - Ireland

“Brands should look to soften their approach in delivering ads, particularly online, and use less data-heavy forms of advertising. Such an approach would be well received by mobile users frustrated by slow page load times, the impact that this has on their devices’ battery life and the cost in terms ...

June 2016

Social Networking - Ireland

“Social media is seen as a good source of company information among consumers. This indicates that platforms such as Facebook, YouTube and Twitter are becoming increasingly important to Irish consumers during the research phase of many types of purchase decision. Updating their presence on social networking sites regularly will ensure ...