



December 2017

Domestic vs Overseas Tourism - Ireland

“Despite economic and political uncertainty and volatility following the Brexit vote, the tourism industry continues to grow in NI and RoI alike as the destinations note an increase in visitor arrivals and tourist expenditure. Personalisation and freedom of choice are highly valued by Irish consumers when it comes to booking ...

October 2017

Gaming - Ireland

“While mobile gaming is an increasingly profitable sector of the market, possible issues lie in the increased proliferation of ‘clone’ games, leaving three quarters of Irish consumers feeling many mobile games are similar, while consumers are more inclined to note they don’t enjoy mobile games as much as those on ...

February 2017

The Night In - Ireland

“Increased inflation has impacted on disposable income levels among Irish consumers, and in turn now sees consumers preferring to spend more time in the home during the evenings, which has boosted usage of low-cost activities such as watching TV.”

– **Brian O’Connor, Senior Consumer Analyst**