



December 2017

Pets - Ireland

“Increasing humanisation of pets is seeing Irish owners willing to splash out more on their pets, with year-on-year growth of pet food spending. Three quarters of pet owners see their pets as members of their family, and as such are willing to spend more to cater to their needs.”

...

October 2017

Brexit - One Year Later - Ireland

“The depreciation of Sterling since the UK’s vote to leave the EU provides significant growth opportunities for the NI tourism sector post-Brexit. Operators could therefore look to invest in growing their capacity and developing their offering to attract more visitors from RoI and key overseas markets. Value-for-money messaging ...

Healthy Lifestyles (Sugar & smoking focus) - Ireland

“Almost half of Irish consumers believe they are healthier than they were a year ago, indicating the trend towards healthier lifestyles across Ireland. However, obesity rates remain high and physical activity is low among Irish consumers. This reflects that healthy habits are hard to adopt and even harder to maintain ...

August 2017

Attitudes to Advertising - Ireland

“Despite taking steps to avoid advertising, there is currently little appetite among Irish consumers to pay for a premium service to do so. This does not mean that consumers accept or are happy with the advertising experience that they receive. Instead, consumers may think that these services do ...

July 2017

Mobile Phones - Ireland

“While Irish consumers are satisfied with the coverage of their mobile phone network, there is significant interest in a website that rates providers on their network coverage. Such a website would be well received as it enables consumers to easily compare the quality of coverage offered in their local area ...

June 2017

Social Networking - Ireland



Lifestyles - Ireland



“Irish consumers are warier of fake news compared to 12 months ago. This indicates that they are becoming increasingly sceptical of content posted to social networks and they think these platforms need to do more to prevent fake news from spreading. Improving detection and removal processes will help social networks ...