



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.”

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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 ...