



November 2018

Supermarket Retailing / Brand Importance - Ireland

“Supermarket retail sales are forecast for continued growth in 2018/19 but with the increasing uncertainty surrounding Brexit, many NI consumers are already feeling the pinch with food prices rising and a noticeable increase in supermarket prices. Market leaders will need to do more to deliver on price and quality ...

April 2018

Automotive Retailing - Ireland

“Despite low levels of ownership in 2017, sales of Alternative-fuel Vehicles (AFVs) such as hybrids or electric cars continue to see year-on-year increases as Irish consumers become increasingly concerned with maximising fuel efficiency and minimising car running costs.”

Lunchtime Preferences - Ireland

“The Irish foodservice market is driven by the rising popularity of grab-and-go food options as time-poor consumers seek convenience, it is also being shaped by consumer demand for natural ingredients, vegetables, fruits, superfoods and healthy meals. Consumers enjoy buying lunches to eat out on everyday occasions and for leisure alike ...

March 2018

Online and Mobile Retailing - Ireland

“While the majority of Irish consumers find it easier to shop online via a standard website compared to a dedicated app, difficulties encountered during the checkout phase often lead consumers to abandon an online purchase. This indicates that there remains scope for retailers to further improve website navigation and payment ...

February 2018

Beauty & Personal Care - Ireland - Ireland

“The Irish beauty and personal care market is largely driven by new product developments, technology-led innovations and the digital world of social media. With consumers looking for good value for money, mass-market brands dominate the market across many personal care and beauty segments. Nevertheless, BPC shoppers are prepared to pay ...