



September 2019

Brexit: Future Hopes and Fears - Ireland

“Provenance will continue to play well post-Brexit and Irish consumers will increasingly favour food and drink products sourced locally. Highlighting where food and drink products are originating from and how much of the purchase price local manufacturers receive will resonate with consumers who are looking to support their local economies ...

August 2019

Attitudes to Advertising - Ireland

“Irish consumers think that it is important to see more diversity in the actors and models used in advertising. Better visibility of under-represented communities in their advertising will help brands to create more inclusive promotional campaigns that better reflect and enable them to connect with an increasingly diverse audience.” ...

February 2019

Eco and Ethical Lifestyles - Ireland

“Recent press headlines such as floating plastic islands in the ocean have thrust ethical and environmental issues into the spotlight. Although Irish consumers are increasingly interested in the idea of being more ‘ethical’, many are struggling in practice, offering an opportunity for brands to connect with consumers’ passions and lend ...