

5 Key Insights From Women About Buying Irish

Insights and stats from women about buying Irish food

June 2020

Presented by Innovate Solutions and MyInsightsOnTime

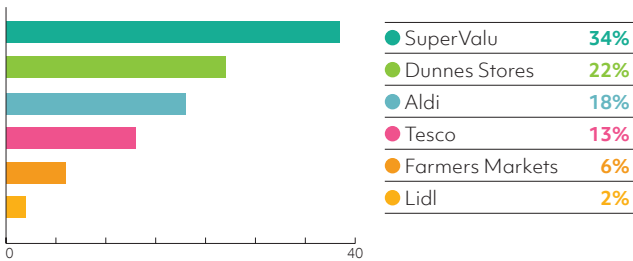


Key Stats

A 25 QUESTION SURVEY WAS DISTRIBUTED TO A SELECT GROUP OF IRISH FEMALE CONSUMERS DIRECTLY VIA EMAIL. The survey was live for 3 days and generated 207 complete responses.

1. WHERE WOMEN BUY IRISH

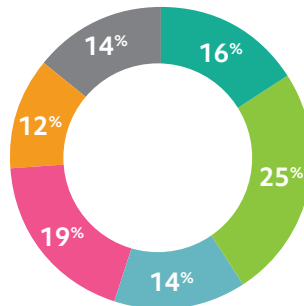
In your opinion, where can you buy the best Irish food products?



While SuperValu, Dunnes, Lidl and Aldi tie in terms of where Irish female consumers buy Irish food products, SuperValu is voted the place to buy the best Irish food products. **34%**

2. WHY BUY IRISH?

Why do you purchase Irish food products?

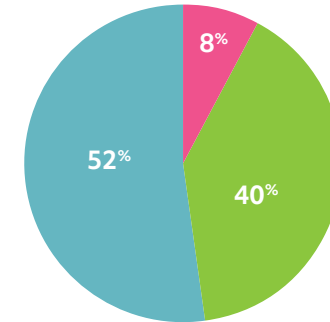


Product quality & Taste	25%
Product freshness & Health benefits	19%
Desire to support Irish business	16%
Desire to support Irish farmers	14%
Environmental & Ethics	14%
Desire to support local community	12%

42% People purchase Irish food products to support Irish brands, local producers and farmers

3. PRICING OF IRISH FOOD PRODUCTS

In comparison to international food products, do you find Irish food products...

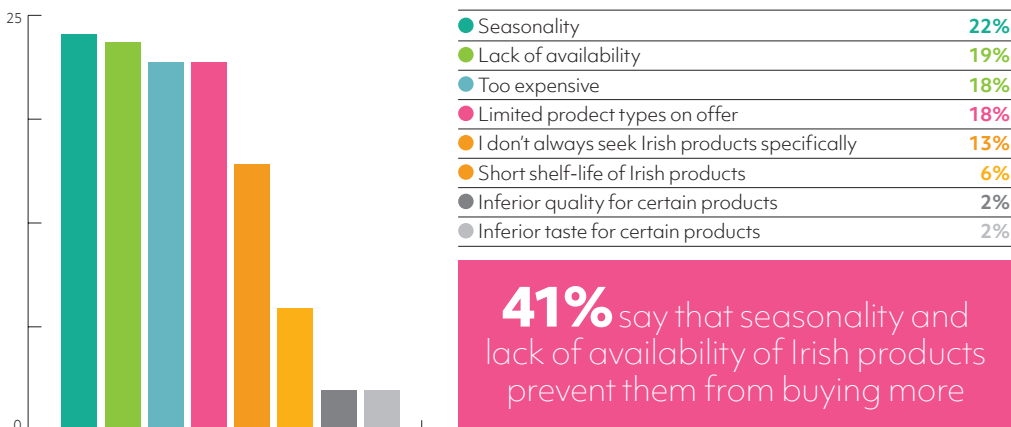


Roughly the same	52%
More expensive	40%
Less expensive	8%

More than half **52%** respondents feel Irish products are the same price as international food products

4. ENCOURAGING MORE PURCHASING OF IRISH FOOD PRODUCTS

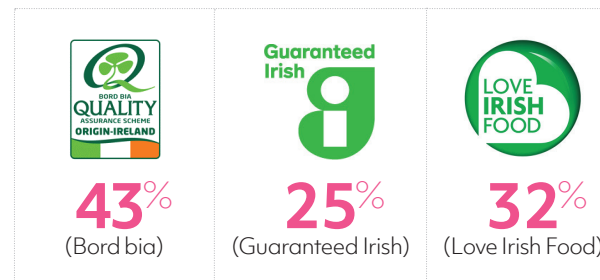
What prevents you from buying more Irish food products?



41% say that seasonality and lack of availability of Irish products prevent them from buying more

5. LABELLING OF IRISH PROVENANCE

Which of these symbols have you seen that were verifying that a food product is Irish?



43% Bord Bia Quality Mark is the most recognised symbol

43% Tayto topped the poll as the most instantly recognisable Irish food brand

Key Insights

Online Focus Group carried out on **MyInsightsOnTime** private platform in June 2020 with 30 women panel participants from across Ireland.

Pricing of Irish Food Products



"I would perceive Irish produce to be slightly more expensive, however I am willing to pay for Irish products for local jobs and the good quality."

Where Women Buy Irish



"I find I really have to search for Irish fruit and vegetables in Tesco, easier to find in SuperValu. I usually get Keelings berries and Irish apples when available. I get my fish from a local fish shop. I find Irish meat easy to buy in the supermarkets or butchers."

What Would Encourage Women To Purchase Irish Food



"Definitely knowing it is truly Irish (from farm to fork). I think more marketing and product placement and labelling for Irish products - sometimes in store it's not obvious products are in fact Irish."

Why Women Buy Irish



"When it comes to meat and dairy, we have some of the best in the entire world, so support of these is an easy choice. As long as we support home grown and produced, the more jobs and security and independence our country has. With what has happened recently it hits home even more the fact that we need to be reliant on ourselves in many ways."

Labelling of Irish Provenance



"The Guaranteed Irish and the Bord Bia approved logos are ones I see most often. If there are 2 products beside each other and one is obviously Irish I will pick that one. I look at the receipt too to see what proportion of my shop was Irish products."

Key Recommendations For Brands

Recommendation 1



How can you maximise your opportunity to reach Irish consumers? Are you where they shop?

Recommendation 2



Is your brand story compelling and does it emphasise your Irish provenance enough? People want to support Irish producers and buy Irish brands.

Recommendation 3



People will tolerate slightly higher cost for Irish provenance so don't be afraid of your product cost being competitive. It's all about perception!

Recommendation 4



Working with the stores to ensure your Irish product visibility is obvious. When planning your marketing, remember that people buy from people. Is your Irish people story strong?

Recommendation 5



Ensure your Irish provenance stands out, put being Irish front and centre on your packaging and online presence. Irish scheme membership is also an extra plus for consumers.

If you need market research and independent consumer insights then **Innovate Solutions** and **MyInsightsOnTime** can help. Contact Aidan at 087 2494747 aidan@innovatesolutions.ie or Jill at 087 2299128, info@myinsightsontime.com