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Deloitte research

Food and beverage trends

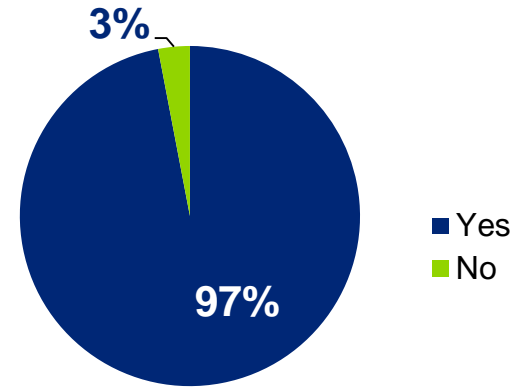


Food and beverage trends

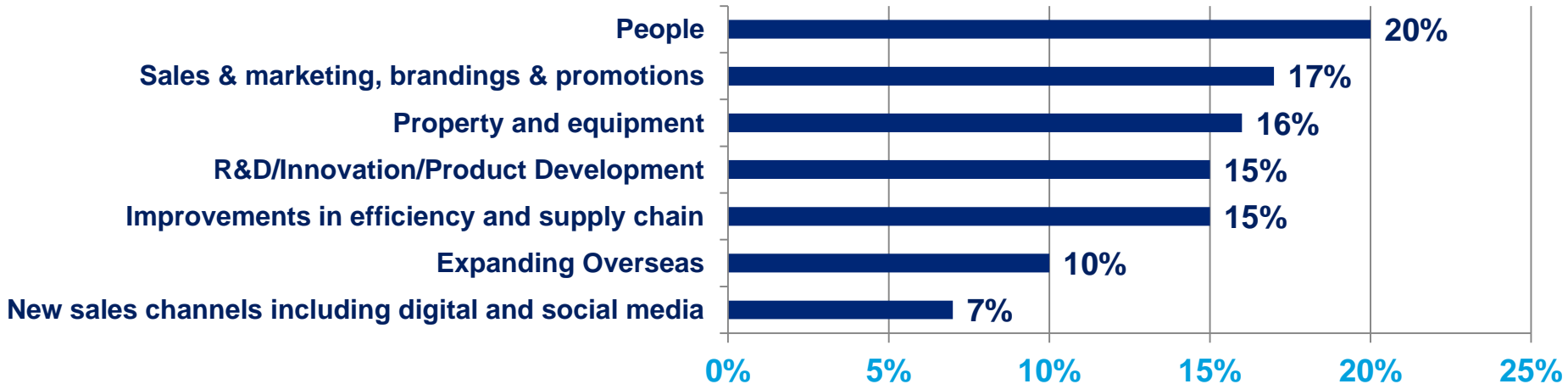
A word cloud of food and beverage trends. The words are arranged in a grid-like fashion, with some overlapping. The colors used are shades of blue and green. The words include: GROWING, GLOBAL, MIDDLE CLASS, CHANGING, SHOPPING, PATTERNS, AGING, CUSTOMERS, CHANGING, DIETS, HEALTHIER, FOODS, PRODUCT, INNOVATION, RISING, FOOD, SAFETY, GLOBAL, INCOMES & QUALITY, ONLINE, SHOPPING, and CUSTOMER ANALYTICS.

GROWING
GLOBAL
MIDDLE CLASS
CHANGING
SHOPPING
PATTERNS
AGING
CUSTOMERS
CHANGING
DIETS
HEALTHIER
FOODS
PRODUCT
INNOVATION
RISING
FOOD
SAFETY
GLOBAL
INCOMES & QUALITY
ONLINE
SHOPPING
CUSTOMER ANALYTICS

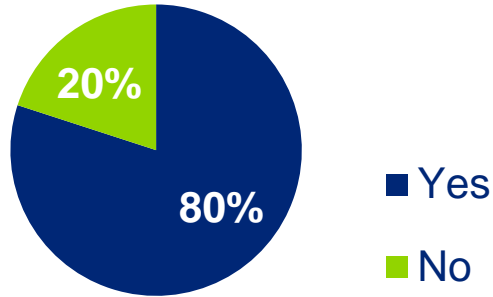
Are you currently investing in your business?



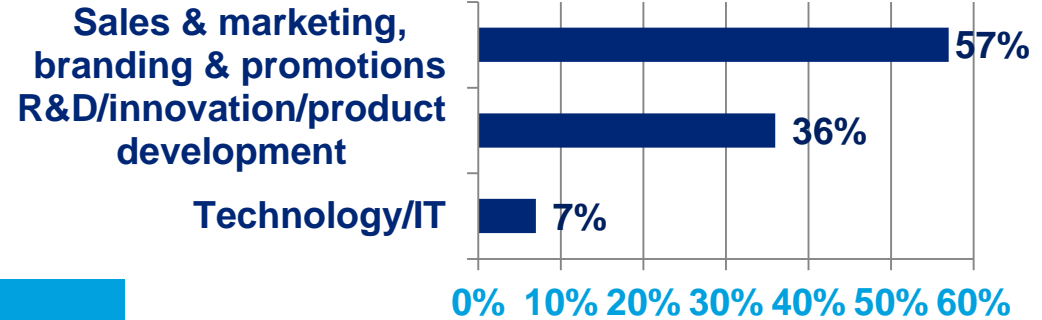
If yes, what investments are you considering, or have recently made, to improve your business?



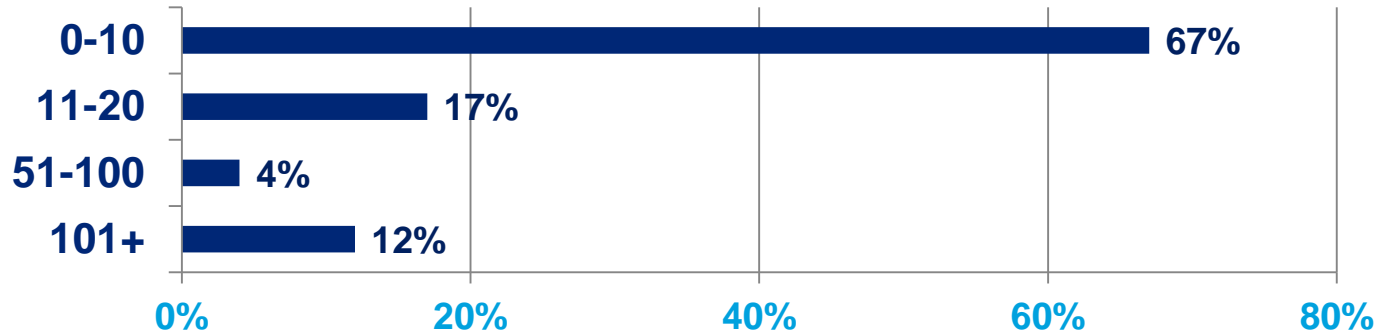
Are you currently recruiting?



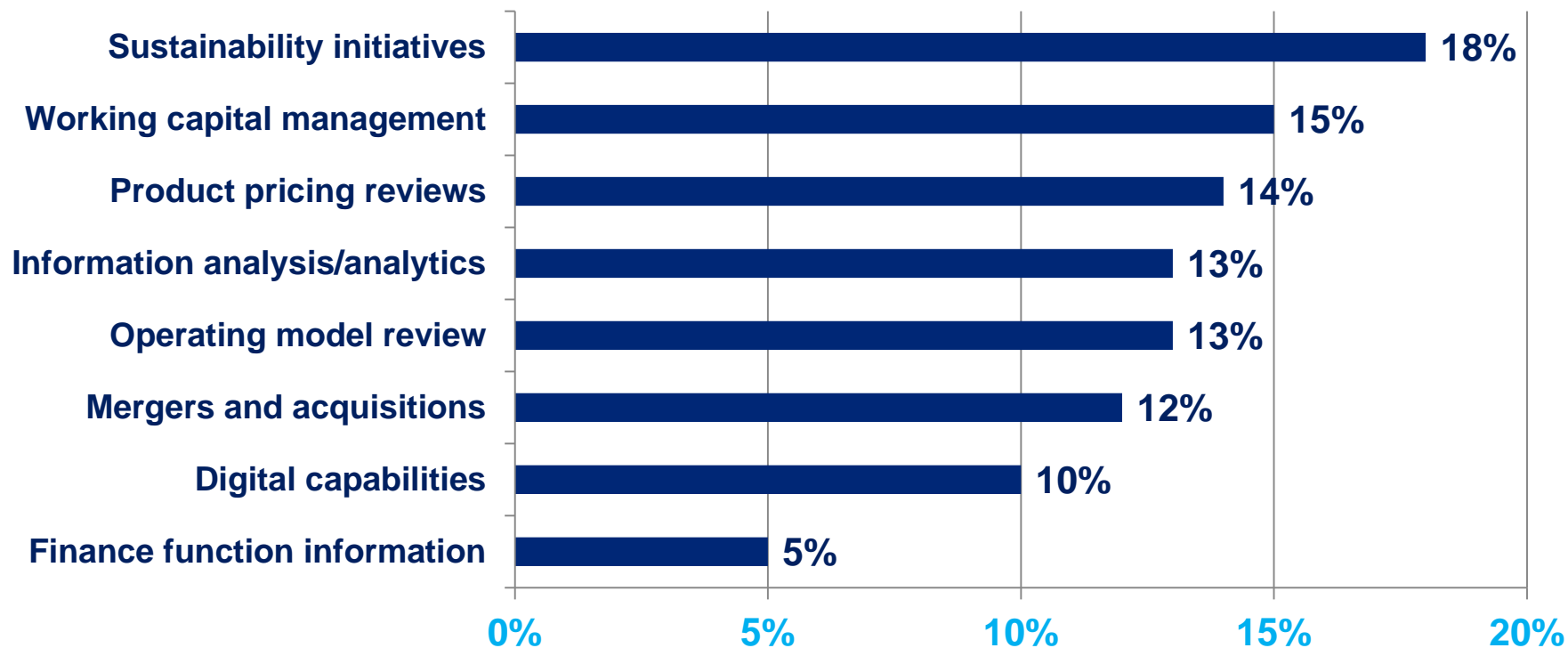
If yes, in what areas are you experiencing difficulties?



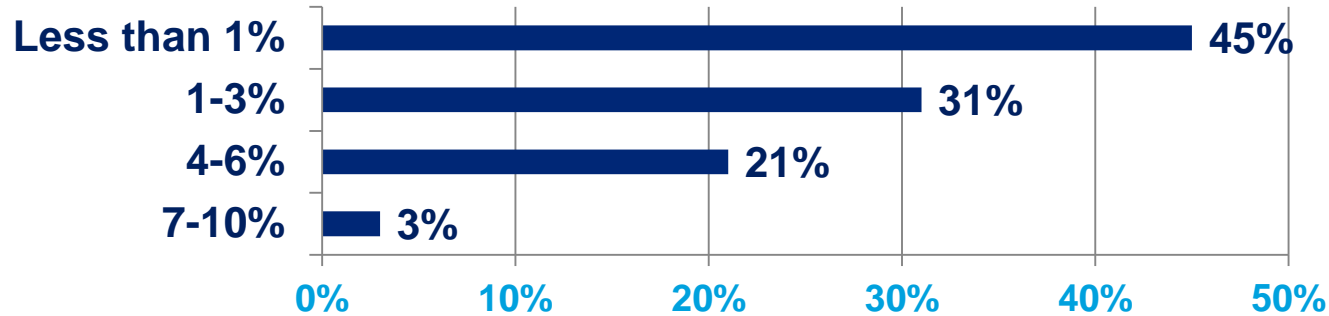
If yes, how many people are you recruiting?



What other business initiatives are currently high on your agenda?

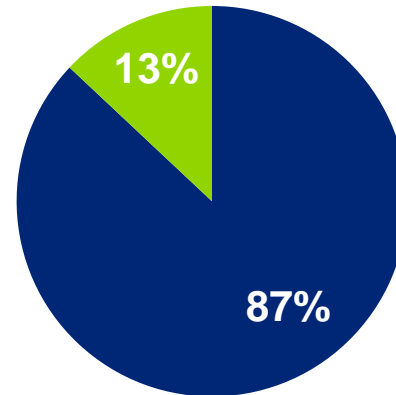


What percentage of turnover do you spend on R&D activities?



Do you consider Ireland an attractive location for manufacturing?

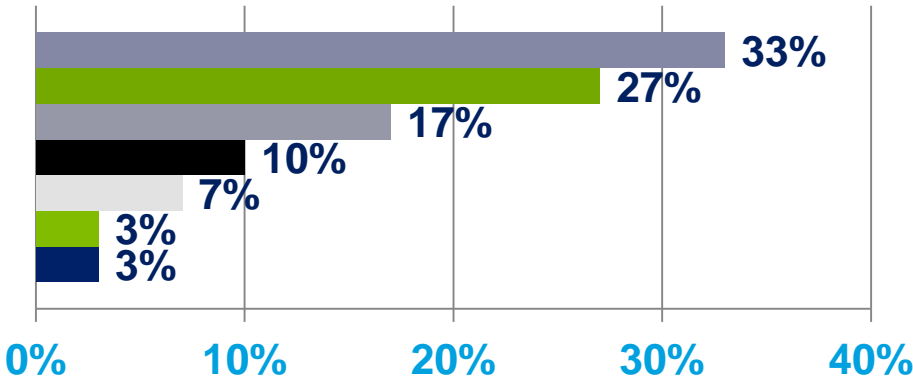
■ Yes
■ No



Overseas markets

UK
no.1
MARKET
83%
RESPONDENTS

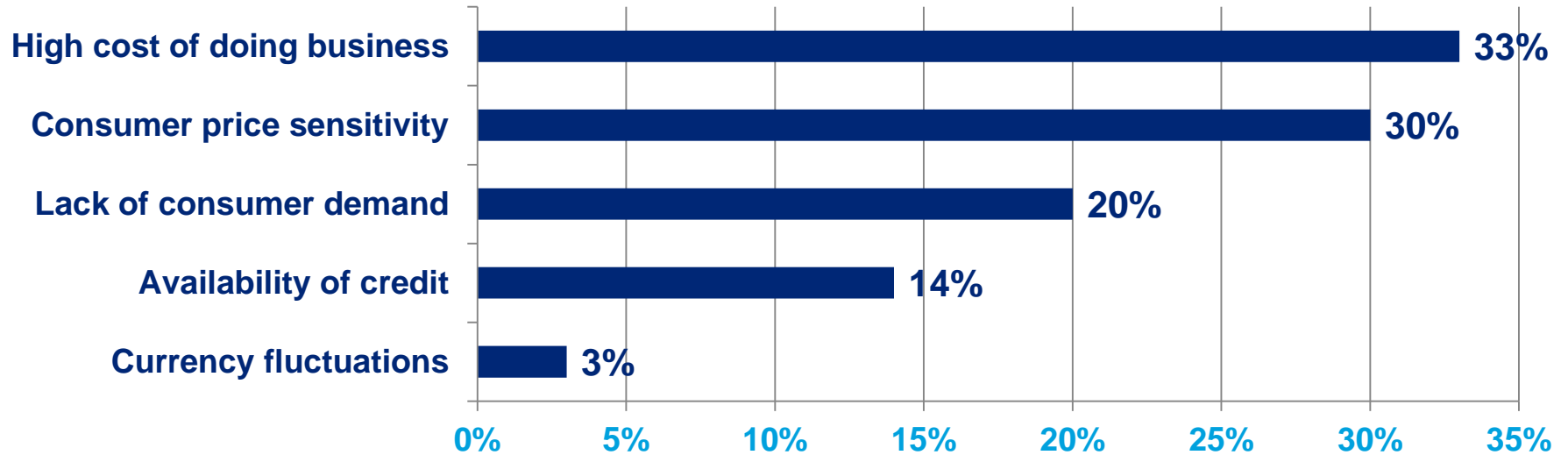
3/4
RESPONDENTS
EXPANDING
OVERSEAS



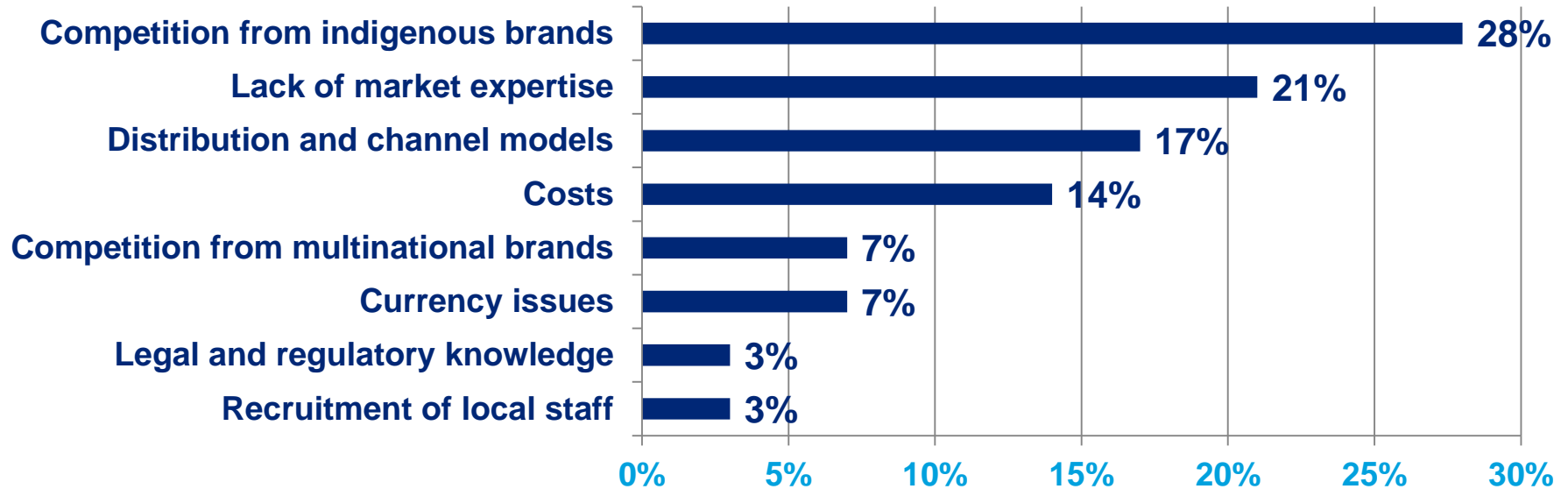
- UK
- Rest of Europe
- Asia
- Other
- France
- Germany
- USA



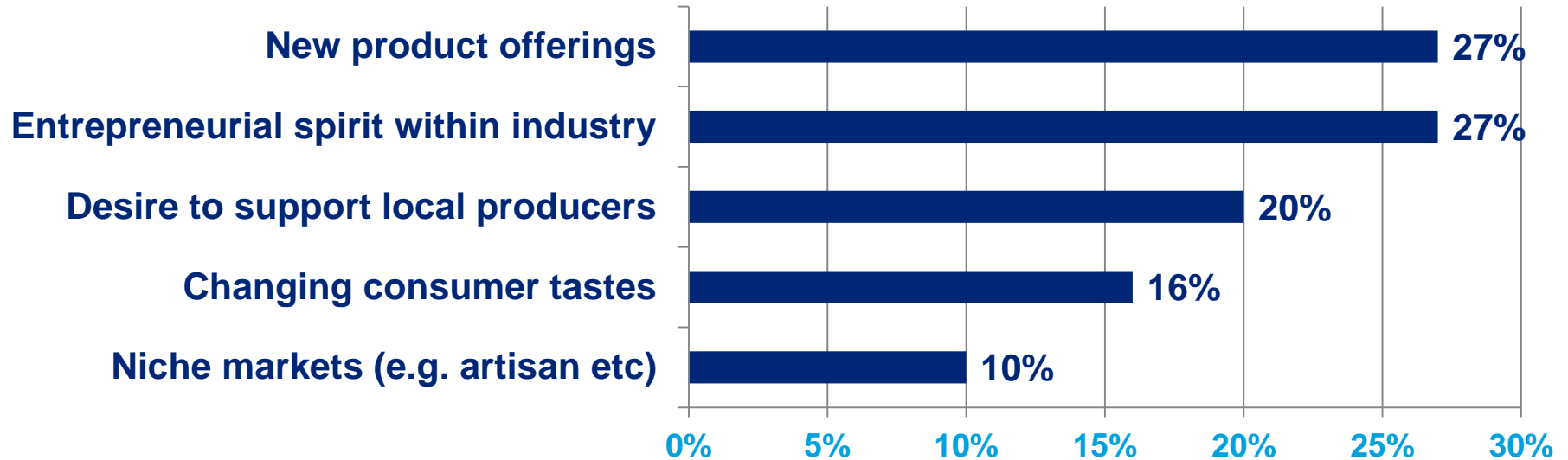
What do you think is the biggest challenge facing food and beverage companies in Ireland today?



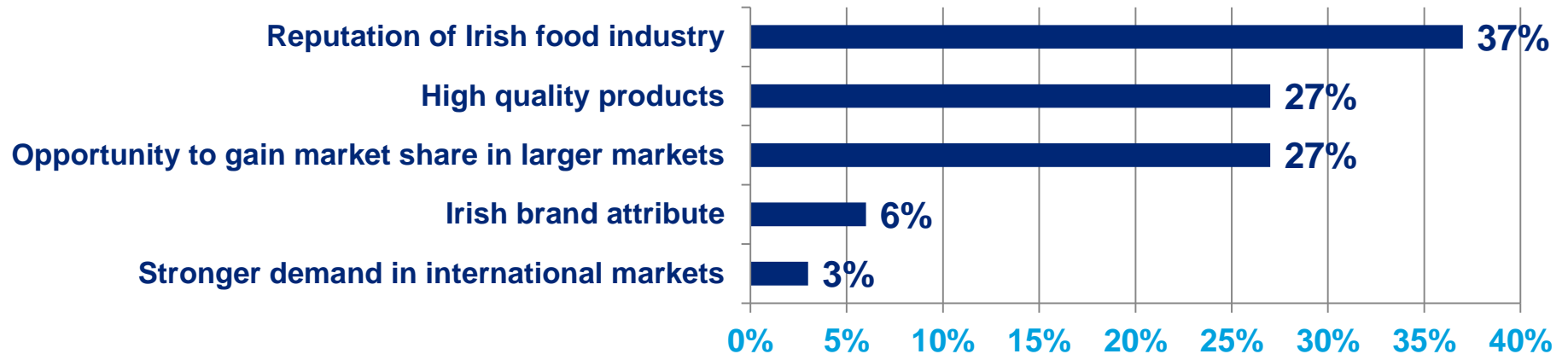
What is the biggest challenge facing Irish food and beverage companies when entering new markets?



What do you think is the biggest opportunity facing food and beverage companies in Ireland today?



What is the biggest opportunity facing Irish food and beverage companies when entering new markets?



What support do you believe you need from the Government to support growth in your business? (in order of importance)

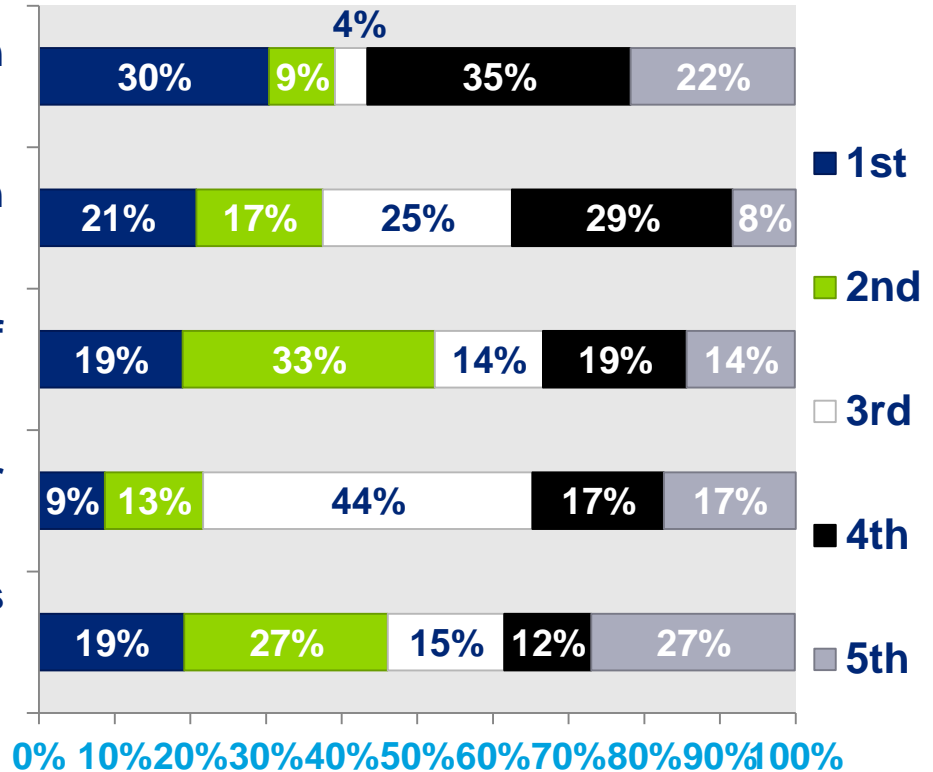
Reduction in the income tax burden on consumers

Stimulate the economy through increased public expenditure

Reduction in the cost of provision of public sector services

Reform of social welfare and labour arrangements

Further improvements to business infrastructure including telecoms, water and energy



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