How to Turn
Ireland's Food Industry Insights

Into
High-revenue Strategy in 2024

CHECKLIST BROUGHT TO YOU BY

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Competitors Benchmarking

CHALLENGE:

Stand Out from your Competitors to Grow Business Faster and Minimise Risks

ASSESSMENT POINTS:

Do you know the major players in the Irish fast-food market?

How is your market performance compared to your competition?

KEY INSIGHT:

Big fast-food operators in Ireland, such as McDonald's, Starbucks, Costa Coffee, Coffee Nero, Subway, and O'Briens, command more than 80% of the morning traffic. Lunchtime pickups are chiefly spread among McDonald's, Costa Coffee, KFC, Supermacs, and Starbucks. Evening traffic after 6 pm sees McDonald's, Supermacs, Apache Pizza, KFC, and Domino's as front runners.

MEANINGFUL VISION SOLUTION

From answering your inquiries about market players to providing real-time insights into the day-to-day activities of key players in the industry, we equip you with the tools to stay informed and competitive. Whether you're a chain or a supplier, our up-to-date information keeps you one step ahead in the market.

Market Research

CHALLENGE:

Define Growth Opportunities and determine the potential of the fast-food market

ASSESSMENT POINTS:

Have you analysed the key factors of your business potential in Ireland?

What's the density of fast-food chains across the country?

KEY INSIGHT:

The Republic of Ireland has an average of 25.2 chain fast-food outlets per 100,000 people, compared to 28.8 in the UK and 20.7 in Northern Ireland. However, among the cities of the UK and Ireland, Dublin heads the table with 58.4 fast-food outlets per 100,000 people, while London has 44.3, and Belfast has the least dense coverage with only 36.7 restaurants per 100,000 people.

MEANINGFUL VISION SOLUTION

We collect data from restaurant applications, websites, social media platforms, and delivery aggregators across geographical locations. This comprehensive approach ensures valuable insights derived from diverse sources.

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Consumer Traffic Analysis

CHALLENGE:
Understand consumer traffic by daypart and target area

ASSESSMENT POINTS:

Which restaurant formats are most popular in different regions?

Which days and times drive the most customer traffic?

KEY INSIGHT:
Pizza chains in Ireland capture almost half of consumer traffic after 6 pm, likely due to parties and families gathering to share meals together. In the UK, favorable periods for fast-food traffic extend into the afternoon and evening, with consistent footfall observed throughout the day. After 6 pm, traffic accounts for 33% in the UK compared to only 25% in Ireland.

MEANINGFUL VISION SOLUTION
Our footfall traffic data is generated by 7 million mobile phone users in the UK and by 200k in Ireland and linked to more than 25k locations. We use intensive multi-stage checking and cleaning processes to ensure our data is the most accurate in the industry.

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NEXT STEPS

Research specific regional trends and challenges to understand local preferences.

Gain data insights on ideal locations, products, and promotions.

Optimise staffing, menus, and marketing based on peak hours and customer behavior.

Analyse competitor offerings and identify potential gaps in the market

Develop a detailed business plan considering location, product mix, staffing, and marketing strategies

IF YOU NEED ADDITIONAL INFORMATION, PLEASE [CONTACT US](#)

KEY TAKEAWAYS

LOCATION: Consider densely populated areas, tourist hotspots, and areas with limited competition.

PRODUCTS: Focus on popular categories like burgers and pizza.

PROMOTIONS: Tailor offerings to peak hours (mornings for coffee, lunch for quick meals, evenings for family and group dining).

MARKETING: Target busy professionals and tourists seeking convenient options.

By understanding these factors, you can make strategic decisions and leverage Ireland's fast-food potential to accelerate your business growth 5x faster.

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