

Consumer Behaviour and Food Marketing

Improving strategic marketing performance of the Irish agri-food sector is the main objective of the Consumer and Market Insights Research team at Teagasc Food Research Centre, Ashtown. We carry out both consumer and market research on many food related topics and use qualitative and quantitative research techniques. The team provide advice on consumer behaviour, innovation management, new product development, market development and food policy.

Background

Through internally and externally funded research Teagasc researchers have developed significant expertise in the area of consumer behaviour and food marketing. Numerous collaborations with third level institutions and companies have produced many successful research outputs, and we continue to encourage such links and to work with companies to assist in new product development through market insights and understanding the target consumer.

Benefits to clients

Knowledge and insights regarding consumers' wants, needs and perceptions are essential for focusing innovation efforts developing and marketing new products. The market insights covers innovation management, strategic market planning, marketing channels, and supply chain and relationship management.

Areas of Expertise

- Consumer-led new product development.
- Segmentation and consumer profiling.
- Insights into consumers e.g. behaviour and attitudes.
- Risk perception and communication.
- Market analysis and planning.

Facilities/Equipment

- Quantitative research
 - Consumer surveys
 - Product testing
- Qualitative research
 - Individual depth interviews
 - Mini-group discussions
 - Telephone depth interviews
 - Focus groups
- Executive interviews



Range of Solutions

Depending on the nature of work requested and the inputs from each party, contract research or collaborations can be considered. This can range from surveys to smaller focused studies to market trends and reviews.

Offer may interest

Expertise and services will be of interest to

- Food manufacturers.
- Food retailers.
- Business start-ups.
- Public agencies and policy makers.
- Researchers interested in commercialising their research.

How to Proceed:

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