

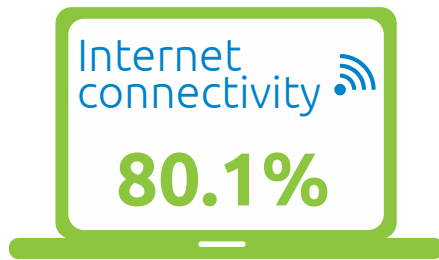
# IRELAND

## COUNTRY PROFILE

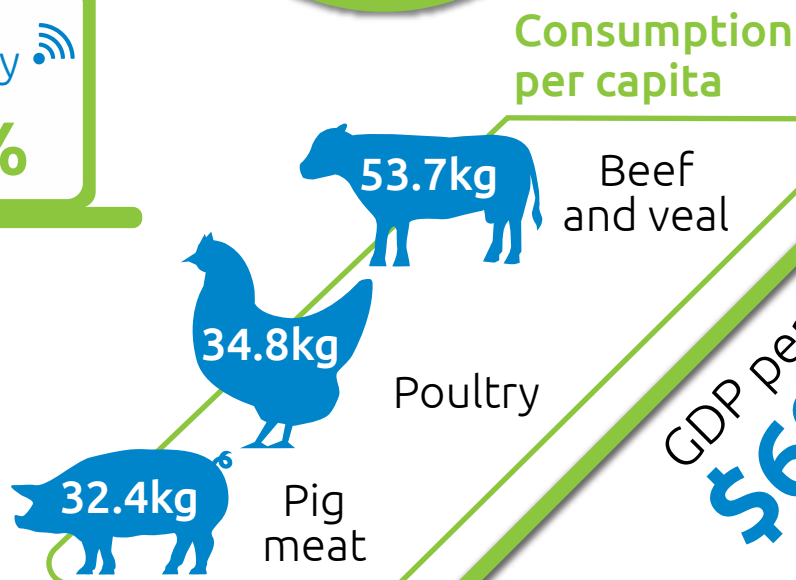
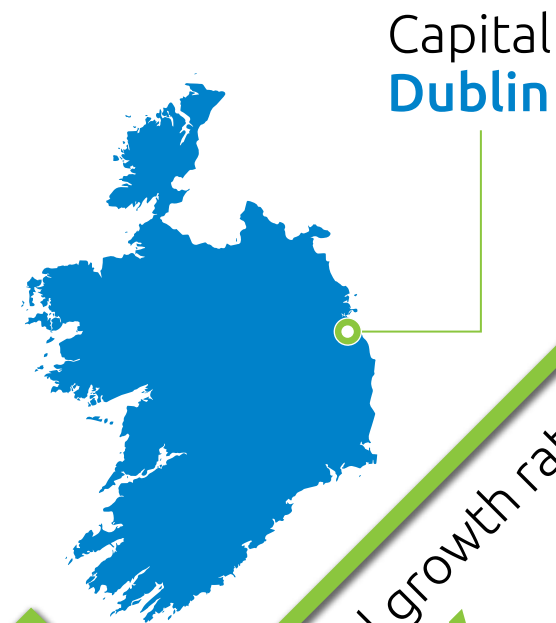
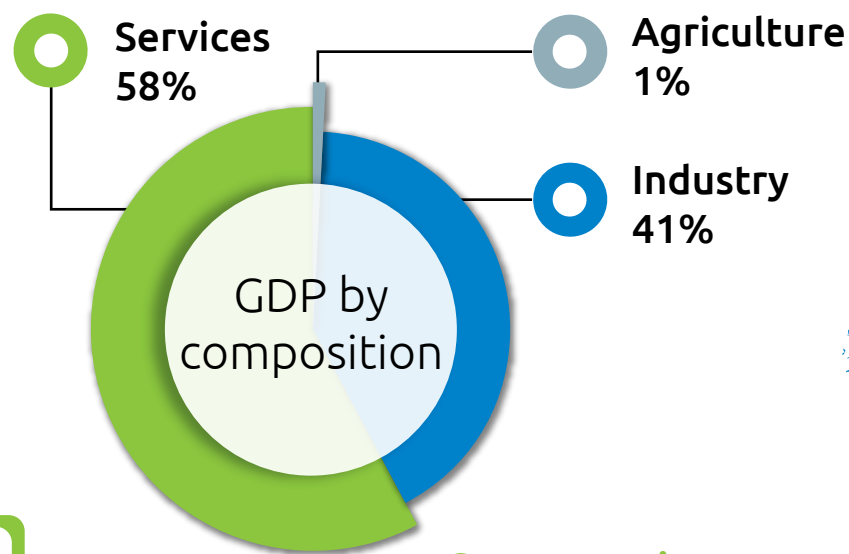
Source: CIA, Source: Eurostat, AHDB, IHS Maritime and Trade - Global Trade Atlas®/ UK/ HMRC, Nationsonline.org 2016



Main Languages  
English  
Irish / Gaelic (38.7%)



Population

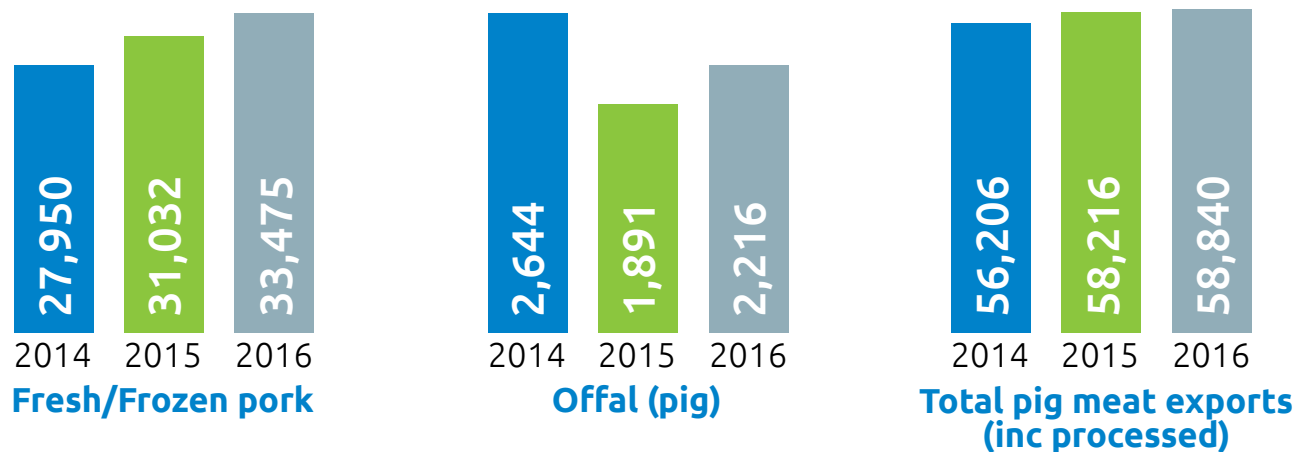


GDP Per capita  
**\$69,400**

GDP real growth rate  
**4.9%**

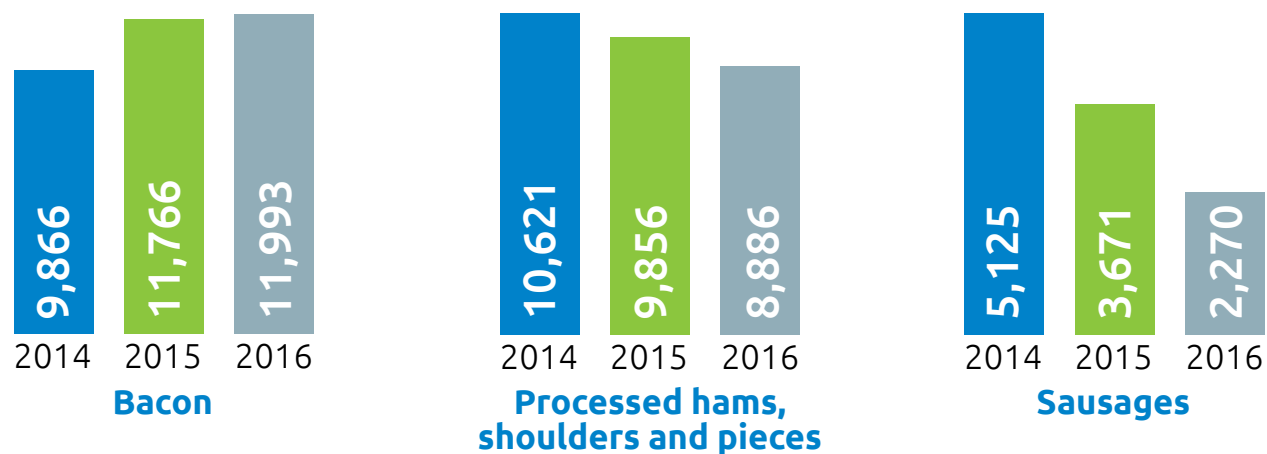
### UK pig meat exports to Ireland (tonnes)

Source: IHS Maritime & Trade – Global Trade Atlas®/UK HMRC



### UK processed pig meat exports to Ireland (tonnes)

Source: IHS Maritime & Trade – Global Trade Atlas®/UK HMRC



The Irish grocery retail environment continues to be competitive. The collective group of SuperValu, Tesco, Dunnes and the two hard discounters of Aldi and Lidl makes up **c.85%** of the total market.

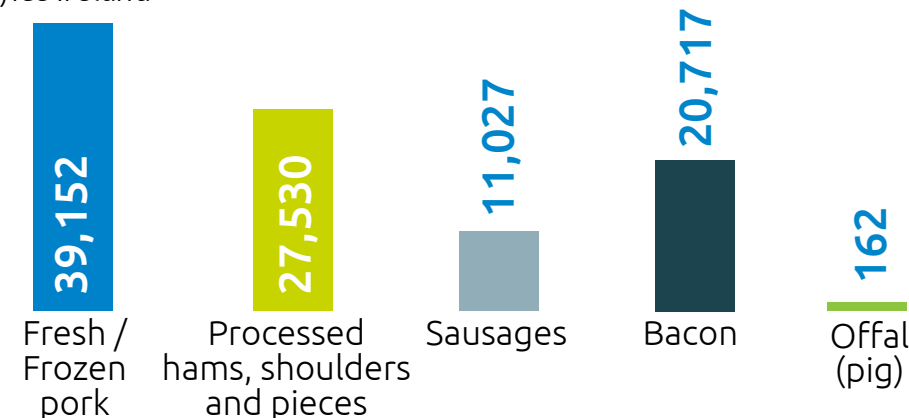
Source: IGD

Value and loyalty is currently driven within the Irish market through '**coupons**'. Even the likes of Aldi and Lidl regularly offer coupons to encourage repeat footfall.

Source: IGD

### 2016 Ireland imports (tonnes)

Source: IHS Maritime & Trade – Global Trade Atlas®/Central Statistics Office Ireland



Total imports **98,589 tonnes**