



Crafts Council *of* Ireland

the national design and economic development organisation for the craft industry

CONSUMER RESEARCH

- Quantitative Research Findings
- B&A survey - January 2006
- Analysed by True Potential
- Edited by Nicola Whelan - CCoI

BEHAVIOUR & ATTITUDES
MARKETING RESEARCH

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Project Brief

- Establish a total market valuation of six key categories
- Establish a craft market valuation of categories
- Determine the consumer profile for the categories and for craft
- Outline the potential value opportunity for Irish craft
- Determine consumers impressions of Irish craft versus global design themes
- Establish where consumers are likely to buy craft products
- Determine why (what purpose) consumers buy craft
- Determine consumers perceptions of design and handmade
- Determine consumers perceptions of craft pricing

Research Approach

- Included on Behaviour & Attitude's first 2006 Barometer Survey: syndicated, multi topic interview
- Fieldwork January 10th to 20th 2006. Interviewing face-to-face, in home, at 60 randomly selected sampling points
- Nationally representative sample of the adult population aged 15+. 1,203 interviews undertaken
- Quota controlled to reflect the adult population structure
- Methodology agreed with CSO

The Categories

Categories Researched

- **Furniture** (eg: tables, lamps, chairs, sofas etc)
- **Giftware** (bowls, vases, silverware, frames etc bought as a gift)
- **Homeware** (pottery, cutlery, home textiles etc bought for own home)
- **Jewellery** (pendants, rings, bracelets etc)
- **Fashion** (contemporary, special occasion clothing)
- **Accessories** (belts, bags, scarves, cufflinks etc)

The Furniture Category...

- Estimated Category size
 - € 1,470M (30%)
- Typical consumer
 - Women / Men
 - 25-49
 - ABC1
- Average purchase is €727
- Purchase frequency is 2.1 times a year
- 1:3 of the population have bought furniture in the last year
- 13:1 Self versus Gift
- 2:3 of the sample liked the Global fashion design theme

Furniture A



Furniture B



The Furniture Craft Segment...

- Estimated size of the craft segment
 - €468M
 - 30%
- Typical Customer
 - Male or Female
 - 25-49
 - ABC1
- 2:5 of furniture buyers bought Irish craft furniture last year
- 2:5 of furniture buyers did not buy any Irish craft furniture last year
- 1:2 of the sample thought the Irish furniture offer was similar or better
- Estimated additional craft potential
 - €420M



Whilst the category offers potential, the consumer outlook for the next 12 months looks potentially quite depressed. The key consumer profile is young and middle aged men and women in the middle classes. The design theme is good particularly amongst young consumers. The offer needs to be positioned primarily as a self purchase.

The Giftware Category...

- Estimated Category Size
 - € 527M (11% of categories)
- Typical consumer:
 - Women
 - Parents
 - 35-49
 - ABC1
- Average purchase is €84
- Purchase frequency is 4 times per year
- 1:2 of the population have bought giftware last year
- 1:4 self versus gift
- 3:4 of the sample liked the global Giftware design theme

Giftware A



Giftware B



The Giftware Craft Segment...

- Estimated size of the craft segment:
 - €165M
 - 31% of the Giftware category
- Likely to buy consumer profile
 - Female
 - Older (35 -64)
 - ABC1
- 1:2 of Giftware buyers bought Irish craft last year
- 1:3 of Giftware buyers didn't buy Irish craft.
- 1:2 of the sample thought the Irish offer was similar to or better than the global design theme
- Estimated additional Craft potential
 - €158M (Quite / Very interested craft)



There seems to be a substantial opportunity for craft in the giftware category targeting middle aged, middle class women. The craft design themes are good but appeal more to older consumers. The offer needs to be positioned primarily as a gift.

The Homeware Category...

- Estimated category size
 - €707 M (14%)
- Typical Consumer
 - Women
 - Parents
 - 25 - 49
 - ABC1
- Average purchase is €119
- Purchase frequency is 4 times per year
- 1:2 of the population have bought homewares last year
- 5:1 Self v's Gift
- 3:4 of the sample liked the Global homeware design theme

Homeware A

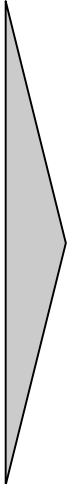


Homeware B



The Homeware Craft Segment...

- Estimated Size of the craft segment
 - €157M
 - 22% of Homeware category
- Likely to buy profile
 - Women
 - Young (U25)
 - ABC1
- 1:2 of homeware buyers bought Irish craft last year
- 1:2 of homeware buyers bought no Irish craft last year
- 1:2 of the sample thought the Irish offer was similar to or better than the global design theme
- Estimated additional Homeware potential
 - €251M (Quite / Very interested)



There seems to be a substantial opportunity for craft in the homeware category targeting young, middle class women. The craft design themes are good but appeal more to older consumers. The offer needs to be positioned primarily as homeware.

The Jewellery Category...

- Estimated Category Size
 - €453M (9%)
- Typical consumer:
 - Women
 - U25 - 35
 - ABC1
- Average purchase is €142
- Purchase frequency is 2 times per year
- 2:5 of the population have bought jewellery last year
- 2:3 Self versus Gift
- 2:3 of the sample liked the Global jewellery design theme

Jewellery A



Jewellery B



The Jewellery Craft Segment...

- Estimated size of the craft segment
 - €119M
 - 26% of Category Purchases
- Likely to buy profile
 - Women
 - 25-49
 - ABC1
- 2:5 of jewellery buyers bought Irish craft jewellery last year
- 1:2 of jewellery buyers did not buy any Irish craft jewellery last year
- 2:5 of the sample thought the Irish craft offer was similar or better to the Global Jewellery design theme
- Estimated additional Craft potential
 - €173 (Quite / Very Interested)



There seems to be a substantial opportunity for craft in the Jewellery category targeting young and middle aged, middle class women. The craft design themes are perceived as weak but perceived better among middle aged consumers. The offer needs to be positioned primarily as giftware.

The Accessories Category...

- Estimated Category size
 - € 334M (7%)
- Typical consumer
 - Women
 - 25-34
 - ABC1
- Average purchase is €52
- Purchase frequency is 4 times a year
- 1:2 of the population have bought accessories last year
- 3:1 Self versus Gift
- 3:5 of the sample liked the Global accessories design theme

Accessories A



Accessories B



The Accessories Craft Segment...

- Estimated size of the craft segment
 - €39M
 - 11%
- Likely to buy profile
 - Female
 - >25
 - No dominant class
- 1:4 of accessories buyers bought Irish craft accessories last year
- 1:2 of accessories buyers did not buy any Irish craft accessories last year
- 2:5 of the sample thought the Irish accessories offer was similar or better than the global accessories offer
- Estimated additional craft potential
 - €167M (Quite / Very Interested)



This category appears to offer in relative terms the highest growth opportunity. The key consumer profile is young women. The craft design theme is perceived as weak generally but improves among middle age consumers. The offer needs to be positioned primarily as a self purchase.

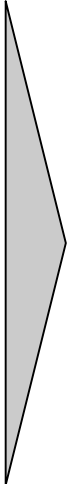
The Fashion Category...

- Estimated Category size
 - € 1,439M (29%)
- Typical consumer
 - Women
 - 15-34
 - ABC1
- Average purchase is €85
- Purchase frequency is 7 times a year
- 3:4 of the population have bought fashion last year
- 3:1 Self versus Gift
- 3:5 of the sample liked the Global fashion design theme



The Fashion Craft Segment...

- Estimated size of the craft segment
 - €266M
 - 18%
- Likely to buy profile
 - Women
 - U25 -35
 - ABC1
- 1:3 of fashion buyers bought Irish craft fashion last year
- 1:2 of fashion buyers did not buy any Irish craft fashion last year
- 2:5 of the sample thought the Irish fashion offer was similar or better to the global design themes
- Estimated additional Craft potential
 - €539m



This category appears to offer in overall value terms the highest growth potential. The key consumer profile is young middle class women. The craft design theme is weak with more middle age appeal. The offer needs to be positioned primarily as a self purchase.

The Consumer

Consumer Profiles of Interest

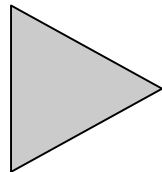
- Young female - very high potential
- Older female - good potential
- Men - limited potential
- Heavy Purchasers - high potential
- Collectors - good potential
- Working Class - limited potential

Young Female (U/35)

- Dominant buyer in most categories particularly:
 - Fashion
 - Accessories
 - Jewellery
- Appetite for Irish Craft Fashion & Jewellery in particular
- Not reflected in purchasing patterns however
- Likely to regard Irish Craft as out of touch in terms of design



Verdict



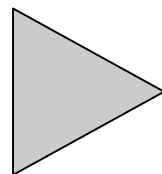
Very High Potential

Older Female (49+)

- Existing craft buyer
- Rural based
- Place high value on craft
- Appreciates design
- Key buyers of craft giftware & craft fashion
- Collectors fall into this profile



Verdict



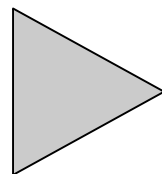
Good Potential

Heavy Purchaser (Craft)

- Don't necessarily buy into notion of craft
- 25-49 women
- Married
- Working fulltime
- Rural
- ABC1
- Average annual purchases €500+



Verdict



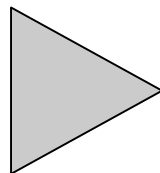
High Potential

Collector

- 5% of population indicate a desire to collect and invest in craft
- 1% actually collect (33,000 collectors)
- Predominantly AB
- Mainly female
- Married
- 55-64 age group
- Rural



Verdict



Good Potential

Other Issues

Design V's Handmade Importance

	Design %	Equal %	Handmade %
All Adults	25	41	15
Male	25	41	15
Female	39	38	12
U25	37	35	12
25-34	36	34	14
35-49	35	43	9
50-64	26	44	19
65	24	40	15
ABC1	38	42	12
C2DE	29	37	14
F	29	42	17



Consumers that are quite/very interested in craft expressed a significant preference for design versus handmade. Young female ABC1's also expressed a significant preference (3:1) for design versus handmade.

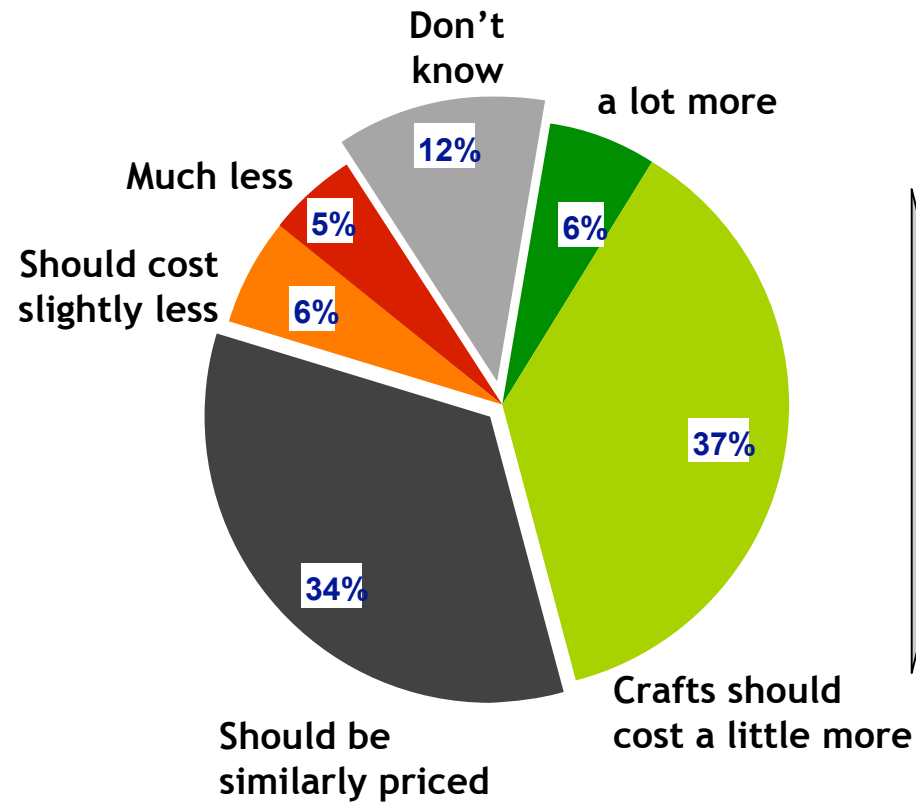
Channels of Distribution....

LIKELY CHANNELS FOR CRAFT PURCHASE

	All Adults	Men	Women	U25 *	25-35	35-49	50-64	65+	ABC1	C2DE	F *
Department store (ie: Arnotts)	54	44	64	46	59	61	54	44	64	48	40
Gift shop (ie: Carraig Donn)	46	35	57	40	53	48	50	34	56	38	45
From place where item is made	39	39	39	31	35	47	46	33	46	33	41
Dedicated craft fair	37	30	43	28	35	47	41	27	46	30	35
Specific craft shop (ie: Avoca/Kilkenny Design)	33	24	42	20	33	43	39	26	46	24	24
Farmer's market	33	31	36	20	30	40	43	30	33	29	54
Tourist shop (Blarney Woollen Mills)	32	24	40	18	28	40	40	30	43	24	26
Factory / outlet (ie: Louis Mulcahy/Nicholas Mosse)	26	20	32	18	29	31	29	19	34	21	21
In a gallery	14	11	18	11	13	16	18	12	21	9	11
Internet site / Web	9	8	10	13	12	11	4	2	12	8	5
Mail order catalogue (ie: Meadows & Byrne)	8	6	11	10	12	8	7	3	10	7	5

Source: B&A Quantitative Benchmark Survey

Price Premium....



2:5 consumers feel that craft products should command a price premium to reflect the time and effort it takes to produce