

D. Country Profile: Ireland

MARKET OVERVIEW:

Description

By international standards, the Irish market is relatively small. However, during the last decade, sales of packaging and labelling equipment have grown dramatically. There is, for example, considerable demand from the food processing sector for sophisticated packaging systems. The chemical and pharmaceutical industry is another area that has contributed to the growth.

Size of Market

The market is modest, estimated at \$50-60 million per annum.

MAJOR BUYERS:

Major Local Buyers

Major local buyers are the food processors and packers plus the major drink companies. Specific companies are:

- Avonmore Foods PLC, Ballyragget, Co. Kilkenny. (dairy products)
- Arthur Guinness Son & Co. (Dublin) Ltd., St. James Gate, Dublin 8. (brewery)
- Irish Distillers Group PLC, Bow Street, Dublin 7. (distillery)
- Cadbury Ireland Ltd., Coolock, Dublin 5. (chocolate confectionary)
- Waterford Foods PLC, Dungarvan, Co., Waterford (dairy products)
- Cantrell & Cockrane Group Ltd., Kylemore Park South, Dublin 10. (softdrinks)

Major Types of Equipment

Major types of equipment in demand are: Shrink wrappers, cartoning machinery, L-sealers, heat sealing equipment, liquid filling machinery, sack/bag fillers and sealers, conveying equipment (various), labelling systems (various), ink jet coders.

Key Factors in Purchasing Decisions

While technology and price are important, local service back-up is also an important consideration.

SOURCES OF SUPPLY:

Profiles of Local Manufacturers

The manufacture of packaging machinery in Ireland is negligible although there are one or two companies involved in supplying special "one-off" equipment and in reconditioning.

Current Foreign Sources

A high percentage of imports are sourced from the UK, either by direct sales to the large processors e.g., the co-ops or through local distributors and agents.