



Economic Solutions

Economics is too important to be left to economists: more and more investors, business directors and policy makers have to think through the economic context and consequences of their decisions far into the future. Amárach works with its clients to bring together the best combination of economic skills – from behavioural insight to econometric modelling – to deliver powerful solutions.


amárach
research

Case Study: Sugar Tax

Economics for Good

Customer Requirements:

Working with a number of industry specialists, Amárach was asked to design a study to evaluate the likely behavioural impact of a sugar tax for Ireland.

Research Approach:

Amárach conducted an online survey of Irish consumers, focusing on those who consume high levels of soft drinks, to measure the likely share of the population who would respond to a tax.

Research Output:

Amárach's findings* were circulated widely and commented on by those on both sides of the debate, highlighting the importance of micro-level behavioural data in understanding future policy impacts.

* <https://amarach.com/news-blog-articles/sugar-tax-impact.html>

Amárach has delivered economic solutions for:



Economic Solutions

Amárach works with marketing and planning teams to develop economic strategies that are viable and profitable. To discuss our economic solutions contact: gerard.oneill@amarach.com



Read our
'Seven Reasons to use Amárach':
<https://amarach.com/>

Find out more

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

Get in touch:

11 Kingswood Business Centre, Dublin D24 KT63

T. 01 410 5200 E. info@amarach.com W. amarach.com

