

Grocery Retailing – Multiples vs Discounters - Ireland - December 2015

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“The grocery retailing sector in Ireland continues to be driven by price as supermarkets compete to offer the best value to drive footfall and market share. However, the deep discounting over the last 18-24 months has dictated grocery retailing to the point where supermarkets have seen their points of differentiation eroded.”

— James Wilson, Research Analyst

This report looks at the following areas:

- What types of products are Irish consumers buying from the discounters?
- How much are Irish consumers spending on groceries?
- How have Irish consumers' shopping habits changed?
- Where are Irish consumers doing their main grocery shopping?

Despite the convenience offered by online, Irish consumers show a preference for doing their grocery shopping in-store. Tesco is the supermarket of choice for NI and RoI consumers when doing their main grocery shopping, however, Irish consumers are more likely to visit supermarkets, and Lidl in particular, for top-up shopping.

This indicates that the 'big weekly shop' is declining in Ireland and consumers are moving to buying groceries on an 'as needs' basis which could explain the popularity of the perishable categories at Lidl, such as fresh fruit and vegetables and bread. Indeed, Irish consumers have noticed the improvements in the quality of these products, reflecting the significant investment by discounter brands in these categories.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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