

Grocery Retailing: Brand vs Own-label - Ireland - December 2016

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This report looks at the following areas:

- Where are Irish consumers doing their grocery shopping?
- How much are Irish consumers spending on groceries?
- How is the own-label and branded market expected to perform in 2017?
- What are the key factors enticing Irish consumers to buy own-label instead of branded?

What you need to know

Despite a difficult 2015, Tesco remains the clear retailer of choice on both sides of the border for the main grocery shop.

In terms of what consumers are buying, Mintel's data shows that Irish consumers have a somewhat stronger preference for branded products compared to own-label products. This is particularly true for alcoholic drinks and indulgent treats, likely due to key players (eg PepsiCo and Heineken) dominating the market and also the fact that as consumers drink less and live healthier lifestyles they are willing to splash out more when treating themselves.

Consumers in RoI show a higher preference for own-label products including dairy and biscuits reflecting the high penetration of discounters in this region.



"Volatility of the economy post Brexit coupled with a competitive grocery retailing market will see consumers become more cautious with their spending over 2017. As a result, Mintel expects many consumers to switch their allegiance from branded to own-label food and drink when carrying out their grocery shopping. In order to compete in the own-label segment, retailers would be advised to keep up with

evolving consumer needs
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