

Grocery Retailing - Ireland - December 2013

Report Price: £1495 | \$1995 | €1800

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This report looks at the following areas:

- What is the value of the grocery retailing market in Ireland?
- Where are Irish consumers doing their main grocery shopping?
- How have Irish consumers' shopping habits changed?
- What role is online playing in the grocery retailing sector?
- What types of non-foodservice do Irish consumers purchase from grocery retailers?

The economic downturn continues to impact Irish consumers' personal finances and has precipitated the trend for consumers to trade down to economy and own-label ranges when buying groceries.

Grocery retailers have responded to this and invested heavily in developing the quality and brand strength of these products. This has resulted in significant growth in the value of own-label products throughout Ireland, and branded goods having to work harder for shelf space and consumers' attention.

This report examines the grocery retailing sector throughout Ireland, and highlights where Irish consumers are doing their main grocery shopping and how much they are spending, what type of non-grocery items they are purchasing and how Irish consumers' shopping habits have changed.



"With the value of own-label grocery products forecast to exceed the value of branded goods from 2015 onwards, manufacturers of branded products will likely begin focusing their efforts on becoming the suppliers of supermarkets' own-label products to supplement the sales of their core branded goods and increase their overall profitability."

– James Wilson, Research Analyst

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