

## Grocery Retailing - Ireland - December 2014

Report Price: £1095.00 | \$1773.30 | €1390.99

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“Although food prices have fallen over the past 12 months, and consumer confidence has followed an upward trend, it is likely that grocery shoppers will remain in a recessionary mind-set for some time with personal finances remaining weak. This will likely contribute to further growth in own-label ranges and discounters.” – David Falls, Research Analyst

This report looks at the following areas:

What impact have changes in consumer prices had on the groceries market?

How much do Irish consumers spend on average for groceries?

Who are the key retailers consumers use when shopping for groceries?

What share of the market do own-brand goods account for?

While improvements in consumer confidence have helped to boost the value of grocery sales for all-Ireland in 2014, increasingly discounters such as Aldi and Lidl have been making strong gains in terms of market share, highlighting the continued drive to stick to grocery budgets and maximise value.

Indeed as part of this, own-label grocery sales now account for approximately 46% of the total value of grocery sales for all-Ireland, while attitudes towards discounters have improved greatly, with 67% of RoI and 63% of NI discounter users noting that they shop in them more regularly compared to 12 months ago.

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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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