

Brand Loyalty in Food - Ireland - December 2015

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“When looking at the Irish market as a whole, consumers show a slightly stronger preference towards brands when it comes to indulgence items such as chocolate, spreads and alcohol. With staple foods (eg fruit and vegetables) however, consumers appear to have no preference or lean more towards own-label.”

– Emma McGeown, Research Analyst

This report looks at the following areas:

- What are the market challenges for brands and own-label?
- How is the own-label and branded market expected to perform in 2015?
- What are the enticements for buying own-label over branded products?
- What are the enticements for buying branded over own-label products?

Looking at IoI as a whole, the brand vs own-label market is leaning more towards branded in some categories (ie indulgence foods such as sweets, chocolate confectionary, soft drinks and alcohol), with most consumers not willing to substitute their branded favourite for own-label variants. In other more staple categories, such as fruit and vegetables and meat, poultry and fish, preference over own-label and branded is split or swaying more towards own-label.

When studying the NI and RoI market specifically, NI consumers show a higher preference towards branded variants, whereas RoI consumers show a stronger preference towards own-label or no preference at all – suggesting that RoI consumers may be more sensitive when it comes to price rather than brands.

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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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Table of Contents

Introduction

Issues covered in this report

Executive Summary

The market

Figure 1: Estimated total grocery retail sales vs own-label sales, IoI, 2010-20

The market

Decreasing food prices could see demand for brands increase

Discounters' expansion in Ireland offers scope for own-label

Irish consumers' financial situation bodes well for brands

Younger consumers show a stronger preference towards own-label

Brands dominate the food market

Companies, brands and innovations

The consumer

Strong preference towards brands in indulgent categories

Figure 2: The food and drink products that consumers would typically purchase, by branded and own-branded food products, NI, November 2015

Figure 3: The food and drink products that consumers would typically purchase, by branded and own-branded food products, RoI, November 2015

Special offers are the key driver for own-label purchases

Figure 4: Factors (other than price) that are likely to encourage consumers to buy an own-label product instead of a branded product, by demographics, NI and RoI, November 2015

Special offers also a key influence in branded products

Figure 5: Factors (other than price) that are likely to encourage consumers to buy a branded product instead of an own-label product, NI and RoI, November 2015

Three quarters happy to try own-label

Figure 6: Agreement with statements relating to brand vs own-label food and drink, NI and RoI, November 2015

What we think

Issues and Insights

What are the market challenges for brands and own-label?

The facts

The implications

How is the own-label and branded market expected to perform in 2015?

The facts

The implications

What are the enticements for buying own-label over branded products?

The facts

The implications

What are the enticements for buying branded over own-label products?

The facts

The implications

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The Market – What You Need to Know

- Own-label sales continue to grow their share of the market
- Decreasing food prices could see demand for brands increase
- Discounters' expansion in Ireland offers scope for own-label
- Younger consumers show a stronger preference towards own-label
- Brands dominate the food market
- The own-label transformation

Market Size and Forecast

- Own-label sales continue to grow their share of the market
Figure 7: Estimated total grocery retail sales vs own-label sales, IoI, 2010-20
- Own-label sales see stronger growth in RoI between 2014 and 2015
Figure 8: Estimated total retail sales of own-label groceries, IoI, NI and RoI, 2010-20
- Branded sales growth is better in NI
Figure 9: Estimated total retail sales of branded groceries, IoI, NI and RoI, 2010-20

Market Drivers

- Decreasing food prices could see demand for brands increase
Figure 10: Consumer price index for all food, RoI, 2010 to 2015*
Figure 11: Consumer price index for all food, alcoholic beverages and tobacco, NI, 2010-15*
- Discounters' expansion in Ireland offers scope for own-label
Figure 12: Consumer agreement that they are shopping in discounters such as Lidl or Aldi more or less often, RoI, October 2015
- Irish consumers' financial situation bodes well for brands
Figure 13: How Irish consumers rated their current financial situation, NI and RoI, November 2015
- Younger consumers show a stronger preference towards own-label
Figure 14: Percentage of consumers who have stated that the majority of their shopping is either own-label or branded food products, by age, Ireland, 2015
- Brands dominate innovation
Figure 15: Total food launches, by branded and own-label, 2008-15, UK & Ireland
- Own-label more popular for meat and prepared meals
Figure 16: Total food launches for prepared meals, meat products, cake, pastries & sweet goods and sweet biscuits/cookies, by branded and own-label, 2015*, UK & Ireland
- The own-label transformation

Companies and Innovations – What You Need to Know

- Branded food launches dominates the Irish market
- M&S take over in NPD
- Sweet biscuits take the lead in branded food launches
- Mondelēz dominates the branded launches

Who's Innovating?

- Prepared meals continue to dominate own-label launches
Figure 17: Own-label food launches, UK and Ireland, December 2010-15
- Cakes and pastries

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Premium positioning drives own-label launches

Figure 18: Premium and economy own-label launches, UK and Ireland, December 2015

M&S take over in NPD

Figure 19: Share of own-label launches in the UK and Irish food market, December 2010-15

Tesco launches 'Try before you buy'

Sweet biscuits take the lead in branded food launches

Figure 20: Share of branded food launches, UK and Ireland, December 2010-15

Mondelēz takes over Nestlé in NPD

Figure 21: Share of branded launches in the UK and Irish food market, December 2010-15

Branded products turn towards personalisation

The Consumer – What You Need to Know

Strong preference towards brands in indulgent categories whereas own-label is preferable for staple goods

Special offers are the key driver for own-label purchases

NI consumers more likely to be swayed by taste with brands

Three quarters happy to try own-label

The Consumer – Usage of Own-label and Brands

Branded products are most typically used in IoI

Figure 22: The food and drink products that consumers would typically purchase, by branded and own-branded food products, NI and RoI, November 2015

Brands popular when indulging in a treat

Strong preference towards alcohol brands

Figure 23: Consumers who would typically purchase brands when buying alcohol, by occupation, NI and RoI, November 2015

Over a quarter prefer own-label fruit and vegetables

Figure 24: Consumers who would typically purchase own-label when fruit and vegetables, by age of children, NI and RoI, November 2015

Branded cheese important to Irish consumers

Figure 25: If consumers prefer branded or own-label when buying cheese, by social class, NI and RoI, November 2015

Strong brand loyalty in butters and spreads

Irish consumers show a stronger reference towards branded bread

Figure 26: Consumers who would typically purchase brands when buying bread, by occupation, NI and RoI, November 2015

Cereal brands more popular in NI

Figure 27: If consumers prefer branded or own-label when buying cereal, by gender and age, NI and RoI, November 2015

The Consumer – Enticements for Buying Own-label Food

Special offers are the key driver for own-label purchases

Figure 28: Factors (other than price) that are likely to encourage consumers to buy an own-label product instead of a branded product, by demographics, NI and RoI, November 2015

BOGOF appeals to younger consumers

Figure 29: Consumers stating that on special offer (eg 2-for-1) is a factor (other than price) that is likely to encourage them to buy an own-label product instead of a branded product, by age, NI and RoI, November 2015

Younger consumers prefer the taste of own-label

Figure 30: Consumers stating that other than price, "if the taste is better than the branded version they are likely to buy an own-label product instead of a branded product", by gender age, NI and RoI, November 2015

Recommendations by friends have Irish women buying own-label

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Figure 31: Consumers stating that a recommendation from friends for own-label products is a factor (other than price) that is likely to encourage them to buy an own-label product instead of a branded, by gender, NI and RoI, November 2015

The Consumer – Enticements for Buying Branded Food

Special offers a key influence

Figure 32: Factors (other than price) that are likely to encourage consumers to buy a branded product instead of an own-label product, NI and RoI, November 2015

Promotional offers encourage branded good use

Figure 33: Consumers who claim that being on special offer (eg 2-for-1) is likely to encourage consumers to buy a branded product instead of an own-label product, by age and social class, NI and RoI, November 2015

NI consumers more likely to be swayed by taste

Figure 34: Consumers who claim preferring the taste of branded over own-label food is likely to encourage consumers to buy a branded product instead of an own-label product, by gender, NI and RoI, November 2015

A third of consumers show strong brand loyalty

Figure 35: Consumers who claim having used the same brand for years is likely to encourage consumers to buy a branded product instead of an own-label product, by age, NI and RoI, November 2015

The Consumer – Attitudes towards Own-label and Brands

Three quarters happy to try own-label

Figure 36: Agreement with statements relating to brand vs own-label food and drink, NI and RoI, November 2015

Younger consumers more likely to be happy to try own-label variants

Figure 37: Agreement with the statement 'I'm happy to try an own-label product that looks just like the leading brand', by age, NI and RoI, November 2015

RoI consumers more likely to choose a retailer based on their own-brand offering

Figure 38: Agreement with the statement 'I choose to shop at specific retailers because of their own-label products', by gender and age, NI and RoI, November 2015

Two thirds want more information on food producers

Consumers apprehensive about giving own-label goods as gifts

Figure 39: Agreement with selected statements relating to brand vs own-label food and drink, NI and RoI, November 2015

Appendix – Data Sources, Abbreviations and Supporting Information

Definition

Data sources

Abbreviations

Appendix – The Consumer

NI Toluna data

Figure 40: If consumers prefer branded or own-label when buying fruit and vegetables, by demographics, NI, November 2015

Figure 41: If consumers prefer branded or own-label when buying bread, by demographics, NI, November 2015

Figure 42: If consumers prefer branded or own-label when buying meat, fish or poultry goods, by demographics, NI, November 2015

Figure 43: If consumers prefer branded or own-label when buying cheese, by demographics, NI, November 2015

Figure 44: If consumers prefer branded or own-label when buying butter or spreads, by demographics, NI, November 2015

Figure 45: If consumers prefer branded or own-label when buying frozen foods (eg chips, pizza), by demographics, NI, November 2015

Figure 46: If consumers prefer branded or own-label when buying chilled or frozen ready meals, by demographics, NI, November 2015

Figure 47: If consumers prefer branded or own-label when buying tinned/jars of goods, by demographics, NI, November 2015

Figure 48: If consumers prefer branded or own-label when buying crisps and nut snacks, by demographics, NI, November 2015

Figure 49: If consumers prefer branded or own-label when buying sweets and confectionary, by demographics, NI, November 2015

Figure 50: If consumers prefer branded or own-label when buying cereals, by demographics, NI, November 2015

Figure 51: If consumers prefer branded or own-label when buying biscuits, by demographics, NI, November 2015

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Figure 52: If consumers prefer branded or own-label when buying cakes, buns, pastries, by demographics, NI, November 2015

Figure 53: If consumers prefer branded or own-label when buying cupboard staples (eg sugar, flour), by demographics, NI, November 2015

Figure 54: If consumers prefer branded or own-label when buying soft drinks/juices, by demographics, NI, November 2015

Figure 55: If consumers prefer branded or own-label when buying alcohol, by demographics, NI, November 2015

Figure 56: Factors (other than price) that are likely to encourage consumers to buy an own-label product instead of a branded product, by demographics, NI, November 2015

Figure 57: Factors (other than price) that are likely to encourage consumers to buy an own-label product instead of a branded product, by demographics, NI, November 2015 (continued)

Figure 58: Factors (other than price) that are likely to encourage consumers to buy an own-label product instead of a branded product, by demographics, NI, November 2015 (continued)

Figure 59: Factors (other than price) that are likely to encourage consumers to buy a branded product instead of an own-label product, by demographics, NI, November 2015

Figure 60: Factors (other than price) that are likely to encourage consumers to buy a branded product instead of an own-label product, by demographics, NI, November 2015 (continued)

Figure 61: Factors (other than price) that are likely to encourage consumers to buy a branded product instead of an own-label product, by demographics, NI, November 2015 (continued)

Figure 62: Agreement with the statement 'I'm happy to try an own-label product that looks just like the leading brand', by demographics, NI, November 2015

Figure 63: Agreement with the statement 'If I'm buying something as a treat (eg chocolate, ice cream), I tend to buy brands rather than own-label', by demographics, NI, November 2015

Figure 64: Agreement with the statement 'I choose to shop at specific retailers because of their own-label products', by demographics, NI, November 2015

Figure 65: Agreement with the statement 'I would not feel comfortable giving an own-label product as a gift (eg chocolate)', by demographics, NI, November 2015

Figure 66: Agreement with the statement 'I buy own-label products for essential items (eg flour) so I can afford to buy branded luxury items (eg alcohol, confectionary)', by demographics, NI, November 2015

Figure 67: Agreement with the statement 'I usually own-label products when purchasing low-cost items (eg chocolate bars, bread)', by demographics, NI, November 2015

Figure 68: Agreement with the statement 'With own-label products you trade quality for a cheaper price', by demographics, NI, November 2015

Figure 69: Agreement with the statement 'I would like to see a wider variety of own-label products available at convenience stores (eg Spar, Centra)', by demographics, NI, November 2015

Figure 70: Agreement with the statement 'I would switch my supermarket if it stopped stocking my favourite branded food and drink products', by demographics, NI, November 2015

Figure 71: Agreement with the statement 'There are not enough own-label products available in smaller on-the-go pack sizes (eg fizzy drinks, chocolate)', by demographics, NI, November 2015

Figure 72: Agreement with the statement 'I would not want to be seen eating/drinking own-label products', by demographics, NI, November 2015

Figure 73: Agreement with the statement 'I would like more information on the packaging of own-label products about who produced the product', by demographics, NI, November 2015

RoI Toluna data

Figure 74: If consumers prefer branded or own-label when buying fruit and vegetables, by demographics, RoI, November 2015

Figure 75: If consumers prefer branded or own-label when buying bread, by demographics, RoI, November 2015

Figure 76: If consumers prefer branded or own-label when buying meat, fish or poultry goods, by demographics, RoI, November 2015

Figure 77: If consumers prefer branded or own-label when buying cheese, by demographics, RoI, November 2015

Figure 78: If consumers prefer branded or own-label when buying butter or spreads, by demographics, RoI, November 2015

Figure 79: If consumers prefer branded or own-label when buying frozen foods (eg chips, pizza), by demographics, RoI, November 2015

Figure 80: If consumers prefer branded or own-label when buying chilled or frozen ready meals, by demographics, RoI, November 2015

Figure 81: If consumers prefer branded or own-label when buying tinned/jars of goods, by demographics, RoI, November 2015

Figure 82: If consumers prefer branded or own-label when buying crisps and nut snacks, by demographics, RoI, November 2015

Figure 83: If consumers prefer branded or own-label when buying sweets and confectionary, by demographics, RoI, November 2015

Figure 84: If consumers prefer branded or own-label when buying cereals, by demographics, RoI, November 2015

Figure 85: If consumers prefer branded or own-label when buying biscuits, by demographics, RoI, November 2015

Figure 86: If consumers prefer branded or own-label when buying cakes, buns, pastries, by demographics, RoI, November 2015

Figure 87: If consumers prefer branded or own-label when buying cupboard staples (eg sugar, flour), by demographics, RoI, November 2015

Figure 88: If consumers prefer branded or own-label when buying soft drinks/juices, by demographics, RoI, November 2015

Figure 89: If consumers prefer branded or own-label when buying alcohol, by demographics, RoI, November 2015

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Figure 90: Factors (other than price) that are likely to encourage consumers to buy an own-label product instead of a branded product, by demographics, RoI, November 2015
 Figure 91: Factors (other than price) that are likely to encourage consumers to buy an own-label product instead of a branded product, by demographics, RoI, November 2015 (continued)
 Figure 92: Factors (other than price) that are likely to encourage consumers to buy an own-label product instead of a branded product, by demographics, RoI, November 2015 (continued)
 Figure 93: Factors (other than price) that are likely to encourage consumers to buy a branded product instead of an own-label product, by demographics, RoI, November 2015
 Figure 94: Factors (other than price) that are likely to encourage consumers to buy a branded product instead of an own-label product, by demographics, RoI, November 2015 (continued)
 Figure 95: Factors (other than price) that are likely to encourage consumers to buy a branded product instead of an own-label product, by demographics, RoI, November 2015 (continued)
 Figure 96: Agreement with the statement 'I'm happy to try an own-label product that looks just like the leading brand', by demographics, RoI, November 2015
 Figure 97: Agreement with the statement 'If I'm buying something as a treat (eg chocolate, ice cream), I tend to buy brands rather than own-label', by demographics, RoI, November 2015
 Figure 98: Agreement with the statement 'I choose to shop at specific retailers because of their own-label products', by demographics, RoI, November 2015
 Figure 99: Agreement with the statement 'I would not feel comfortable giving an own-label product as a gift (eg chocolate)', by demographics, RoI, November 2015
 Figure 100: Agreement with the statement 'I buy own-label products for essential items (eg flour) so I can afford to buy branded luxury items (eg alcohol, confectionary)', by demographics, RoI, November 2015
 Figure 101: Agreement with the statement 'I usually own-label products when purchasing low-cost items (eg chocolate bars, bread)', by demographics, RoI, November 2015
 Figure 102: Agreement with the statement 'With own-label products you trade quality for a cheaper price', by demographics, RoI, November 2015
 Figure 103: Agreement with the statement 'I would like to see a wider variety of own-label products available at convenience stores (eg Spar, Centra)', by demographics, RoI, November 2015
 Figure 104: Agreement with the statement 'I would switch my supermarket if it stopped stocking my favourite branded food and drink products', by demographics, RoI, November 2015
 Figure 105: Agreement with the statement 'There are not enough own-label products available in smaller on-the-go pack sizes (eg fizzy drinks, chocolate)', by demographics, RoI, November 2015
 Figure 106: Agreement with the statement 'I would not want to be seen eating/drinking own-label products', by demographics, RoI, November 2015
 Figure 107: Agreement with the statement 'I would like more information on the packaging of own-label products about who produced the product', by demographics, RoI, November 2015

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