

## Discounters - Ireland - April 2016

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"Discounters are currently one of the fastest-growing markets in Ireland, with discount retailers forecast to see 7% growth in 2016. However, there are still hurdles to overcome for discounters to effectively compete with their multiple supermarket rivals."

Emma McGeown, Research Analyst

This report looks at the following areas:

- How is the discounters market expected to perform?
- How do NI and RoI discount shopping habits differ?
- What are the challenges facing the discounters market?

### What you need to know

The discounters market has been one of the fastest-growing sectors throughout the economic downturn in Ireland. The appeal of discounters was undeniable during the recession as they were able to play to people's desire for a bargain while still focusing on offering great value for money. Even though the economy is gaining strength – we still find that both of those factors are still important to consumers – having altered the way Irish consumers shop.

Discounters are now a permanent feature of the retail scene in Ireland with many consumers shying away from supermarkets and moving towards cost savings in discounters. However, there is a persistent trend presenting itself in the Irish market with consumers in NI deviating more so towards non-food discounters such as Poundland and B&M whereas RoI consumers have a significant preference for food discounters such as German supermarket giants, Aldi and Lidl.

Moving forward, both food discounters and non-food discounters should look to invest more in an online presence to continue to successfully compete with supermarkets such as Tesco, SuperValu and Asda. Furthermore, expanding the variety of products in discounters may encourage more consumers to make the switch towards discounters.

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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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### The Market – What You Need to Know

Discounters' sales estimated for 7% growth in 2016  
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Discounters continue expanding across the Irish market  
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