

## Convenience Store Retailing - Ireland - April 2017

Report Price: £1095.00 | \$1417.92 | €1301.30

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“The convenience retailing market is set for growth as top-up shopping seems to fit well with the busy lifestyles of Irish consumers. In line with this, c-store retailers have replicated Applegreen’s success in creating added value through the addition of food franchises in-store. This trend is set to continue over the next year as more retailers look to capture a share of the growing food-to-go opportunity.”

– **Aisling Kearney, Research Analyst**

This report looks at the following areas:

Irish consumers are primarily using c-stores for top-up shopping as it fits in well with their busy lifestyles. In line with this trend, the convenience retailing market has seen considerable expansion and investment over the past year. A large part of this has been a focus on fresh and healthy food offerings with many also following the footsteps of Applegreen through the provision of attractive food-to-go options.

Looking ahead the market faces a number of challenges including higher wage pressures and import prices as a result of Brexit. Adaptation and effective strategies will be important to survive these added business costs, not to mention the increased competition in the market.

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