

Forecourt & Convenience Retailing - Ireland - June 2019

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This report looks at the following areas:

Top-up shopping continues to be a key motivator to use c-stores (convenience stores) and forecourts, with NI (Northern Ireland) consumers being most likely to buy grocery items from these locations. Increased levels of employment in both NI and RoI (Republic of Ireland) have increased the opportunities for convenience stores to increase their foodservice revenue, as more consumers look for convenient lunchtime options.

Moving forward, increased consumer concern with the environment and taxation may see Irish consumers move away from traditional petrol/diesel vehicles and towards electric/hybrid cars, limiting the need to make regular trips to forecourts.



“Convenience stores remain key destinations for top-up shopping among Irish consumers in 2019, with a strong contingent of consumers (particularly in younger age groups) noting their interest in the expansion of the own-brand offering among forecourt and convenience retailers.”

– Brian O’Connor, Senior Consumer Analyst

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