



June 2012

Brand vs Own Label Retailing - Ireland

The economic downturn has altered consumers' food shopping habits. Consumers are now more than ever looking for value for money when purchasing food items, and own-label products offer a cheaper alternative to branded goods. However, sales within a number of own-label sub-categories within Ireland have decreased since 2010 as brands ...

May 2012

Price Promotions and Loyalty Schemes - Ireland

Consumer spending power has taken a nosedive between 2008 and 2012, with consumers finding themselves with less money to spend, and growing household costs. Thus the hunt for bargains is helping to sustain the popularity of loyalty cards in retail stores, and is driving the proliferation of deal-of-the-day websites among ...