



December 2022

Supermarket Retailing - Brand vs Own-label - Ireland

“Irish shoppers have felt the impact of increased grocery prices in 2022, and have shifted their shopping behaviour accordingly, with a greater level of consumers reporting that they are avoiding premium brands and many using more own-label brands and discounter retailers.”

– **Brian O’Connor, Senior Consumer Analyst**

Automotive Retailing - Ireland

“The onset of the cost-of-living crisis has done little to help the automotive retailing sector recover from COVID-19, with consumers attempting to drive less to avoid fuel spending. However, the crisis has seen consumers show greater interest in electric vehicles.”

– **Brian O’Connor, Senior Consumer Analyst**