



December 2015

Grocery Retailing – Multiples vs Discounters - Ireland

“The grocery retailing sector in Ireland continues to be driven by price as supermarkets compete to offer the best value to drive footfall and market share. However, the deep discounting over the last 18-24 months has dictated grocery retailing to the point where supermarkets have seen their points of differentiation ...

November 2015

Clothing Retailing - Ireland

“Despite the Irish economy witnessing high levels of consumer confidence in 2015, value-for-money retailers remain the most popular stores in Ireland. As the trend of fast fashion consumption continues to accelerate, we will likely see more Irish consumers opting for value retailers for their cheaper prices – enabling shoppers to ...

July 2015

Forecourt & Convenience Retailing - Ireland

“C-stores and forecourts are primarily being used for top-up shopping when Irish consumers run out of essential food items. These stores are predominantly used in residential neighbourhood areas by Irish consumers aged 45-54. Convenience and forecourt retailers should look to focus on these locations and this consumer group for growth ...

May 2015

Automotive Retailing - Ireland

“Moving forward, as new car registrations increase, and the level of income consumers save declines, it could fuel a massive increase in the level of credit options sought for buying a new or used car.”

– **Brian O'Connor, Production Manager**



April 2015

DIY and Gardening Retailing - Ireland

“DIY and garden retail was more likely to comprise of products from the softer ends of the categories in 2014, with a focus on décor and plant/flowers perhaps indicating that consumers’ understanding of DIY has increasingly transitioned towards creating a look rather than carrying out extensive home improvement works”

March 2015

Online and Mobile Retailing - Ireland

“In 2015 online and mobile retail is an activity that consumers are more likely to engage in whilst in the home, with laptop/desktop computers being the main purchasing devices. Increasing consumers’ confidence in online shopping outside the home, and offering a high quality and value-added experience when using mobile

...

Beauty and Personal Care Retailing - Ireland

“With Irish consumers keen to see more beauty ranges with natural ingredients, brands should look to innovate across beauty and personal care sectors with a focus on botanical extracts as well as newer ingredients such as argan oil to appeal to skin-conscious consumers.”