

# Supermarket Retailing/Brand Importance - Ireland - November 2018

Report Price: £1095.00 | \$1478.58 | €1232.31

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## This report looks at the following areas:

This Report will examine the grocery retailing sector in Ireland through exploring the issues that are driving growth in Iol. Covered in this Report is the sale of all grocery items including market segmentation of supermarket retail sales via mainstream supermarkets, such as Tesco, Asda, SuperValu and Dunnes Stores. The sale of groceries through convenience format stores, such as Spar, and the hard discounters, Aldi and Lidl, is also discussed, however, it is not included in the Market Sizes and Forecast section.



“Supermarket retail sales are forecast for continued growth in 2018/19 but with the increasing uncertainty surrounding Brexit, many NI consumers are already feeling the pinch with food prices rising and a noticeable increase in supermarket prices. Market leaders will need to do more to deliver on price and quality whilst differentiating themselves from the pack.”

– Emma McGeown, Research Analyst

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