

## Supermarket Retailing - Brand vs. Own-brand - Ireland - November 2019

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

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“Own-label goods continue to perform well. Irish consumers consider own-label products to be just as good as branded items and they are increasingly turning to them when buying everyday items. Brands will need to demonstrate their value and tell their unique story to gain consumers’ attention in everyday categories and boost purchase intention.”

– James Wilson, Research Analyst

This report looks at the following areas:

Grocery retailing in Ireland remains highly competitive. Tesco continues to perform well but the discounters are attracting more shoppers to their stores with a strong proposition on price and quality that is helping to grow the appeal of own-label products. Consumers show strong agreement that own-label products are just as good as branded alternatives and are increasingly favouring own-label goods within household staple categories. While branded products are favoured in treat categories as consumers trade up to reward themselves, manufacturers will need to do more to demonstrate their value and tell their unique story to increase consumers’ purchase intention of everyday items.

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