

Supermarket Retailing – Ireland – November 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer grocery habits and spending.
- Impact of economic impact of COVID-19 on consumer spending priorities.
- Preferences in own-label vs branded goods.
- The threat posed to supermarkets by hard discounters.

COVID-19 has seen spending by Irish consumers on grocery increase strongly, as initial stockpiling of grocery items helped to drive the market forward, while the lockdown and more time spent at home drove the need for more food shopping. Moving forward, as more consumers struggle to make ends meet due to the economic impact of COVID-19, this will drive purchasing of own-label items and increase the usage of discounters such as Lidl and Aldi.

Christmas 2020 is likely to see spending on groceries remain high, with 73% of Irish consumers stating the COVID-19 outbreak means that it is more important than ever to have a good Christmas – with this sentiment potentially translating to increased spending on festive food and drink via supermarkets.



“COVID-19 has helped to uplift grocery sales value in 2020 as consumers stockpiled and spent more time at home, driving the need for groceries. However, moving forward with increased unemployment and more financial strife, it is likely that consumers will turn more towards value own-label and discounter products to make ends meet.”

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

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