

Supermarket Retailing - Ireland - November 2020

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“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

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.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Supermarket Retailing - Ireland - November 2020

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

- What you need to know
- Key issues covered in this Report
- Issues covered in this Report

Executive Summary

The market

COVID-19 boosts sales in 2020

Figure 1: Estimated total grocery retail sales, NI and RoI, 2015-20

Figure 2: Estimated total supermarket retail sales, NI and RoI, 2015-20

COVID-19 driving sales, but boosting economic uncertainty

Figure 3: Expected impact of COVID-19 on supermarket retail sales, short, medium and long term, 3 December 2020

Food prices falling in RoI, rising in NI

Figure 4: Agreement with the statement 'I am cutting back on non-essential spending', IoI, May-November 2020

RoI consumers spending more on groceries

Figure 5: Average amount that consumers spend each week for household groceries, RoI, November 2020

Figure 6: Average amount that consumers spend each week for household groceries, NI, November 2020

Fear regarding COVID-19 remains high

COVID-19 won't stop Christmas spending

Figure 7: Agreement with statements relating to COVID-19 and Christmas, IoI, November 2020

Companies, innovations and brands

The consumer

Women continue to be more likely to assume sole responsibility for groceries

Figure 8: Who is responsible for the main grocery shop in their household, NI and RoI, November 2020

Tesco key main grocery shopping location, discounters strongly used for top-up

Figure 9: Usage of retailers for main weekly grocery shopping, NI and RoI, November 2020

Figure 10: Usage of retailers for top-up grocery shopping, NI and RoI, November 2020

Strong preference for own-label products

Figure 11: Consumers' preferences for branded vs own-label groceries, NI and RoI, November 2020

Waste remains high on Irish consumers' agenda

Figure 12: Agreement with statements relating to supermarkets, NI and RoI, November 2020

The Market – Key Takeaways

- COVID-19 boosts sales in 2020
- Food prices falling in RoI, rising in NI
- RoI consumers spending more on groceries
- Fear regarding COVID-19 remains high
- COVID-19 won't stop Christmas spending

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Supermarket Retailing - Ireland - November 2020

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Market Size and Forecast

Short-, medium- and long-term impact on the industry

Figure 13: Expected impact of COVID-19 on supermarket retail sales, short, medium and long term, 3 December 2020

COVID-19 helps boost sales in 2020

Figure 14: Estimated total grocery retail sales, IoI, NI and RoI, 2015-25

Figure 15: Agreement with the statement 'I am stocking up on groceries/other supplies', IoI, May-November 2020

Supermarkets likewise benefit from COVID-19 and lockdown

Figure 16: Estimated total supermarket retail sales, IoI, NI and RoI, 2015-25

Economic fallout of COVID-19 could further boost discounter usage

Figure 17: How consumers' financial situation has changed since the start of the COVID-19 outbreak, IoI, July-August 2020

COVID-19 drives more online grocery spending

Figure 18: Agreement with statements relating to how COVID-19 has changed shopping habits, IoI, May-November 2020

Figure 19: Consumers who bought groceries online in the last three months, NI and RoI, 2018 and 2019

Market Drivers

NI food prices increase – but fall in RoI

Figure 20: Consumer price index for all food and non-alcoholic beverages, January 2017-October 2020

Figure 21: Agreement with the statement 'I am cutting back on non-essential spending', IoI, 6 May-18 November 2020

Figure 22: Agreement with the statement 'I'm finding it harder to make ends meet', IoI, September-November 2020

Figure 23: Consumer price index for all food and non-alcoholic beverages, RoI, January 2017-October 2020

Increases in unemployment may cause spending cut for groceries

Figure 24: COVID-19-adjusted unemployment rate (%), RoI, March-September 2020

Figure 25: Unemployment claimant count (%), NI, January 2016-July 2020

Average grocery spend £41-60 in NI and €101+ in RoI

Figure 26: Average amount that consumers spend each week for household groceries, NI and RoI, November 2020

Figure 27: Sterling to euro exchange rate, 2015-December 2020

Fear regarding COVID-19 remains high

Figure 28: How worried consumers are about the risk of being exposed to COVID-19, IoI, March-November 2020

Over two thirds of shoppers confident supermarkets keep them safe from the virus

Figure 29: How confident consumers are that supermarkets are taking appropriate steps to keep them safe from COVID-19 while in-store, NI and RoI, November 2020

Majority plan to make Christmas 2020 as good as it can be

Figure 30: Agreement with statements relating to COVID-19 and Christmas, IoI, November 2020

Six in 10 planning Christmas shopping more

Companies and Innovations – Key Takeaways

Marks & Spencer leading with innovative products

Changing packaging in support of the environment

Supermarkets announce collaboration in response to COVID-19

Who's Innovating?

Prepared meals leading category within own-label

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Supermarket Retailing - Ireland - November 2020

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 31: New food product launches in own-label products, by sub-category, UK and Ireland, 2015-20

Marks & Spencer leading in innovative product releases

Figure 32: New food product launches, by company, UK and Ireland, 2015-20

Branded products on the rise within supermarkets

Figure 33: New food product launches, by private label vs branded, UK and Ireland, 2015-20

Company Profiles

Aldi (RoI only)

Key facts

Positioning and strategy

Brand NPD

Recent developments

Asda

Key facts

Positioning and strategy

Brand NPD

Recent developments

Dunnes Stores

Key facts

Positioning and strategy

Brand NPD

Recent developments

Iceland

Key facts

Positioning and strategy

Brand NPD

Recent developments

Lidl

Key facts

Positioning and strategy

Brand NPD

Recent developments

Marks & Spencer

Key facts

Positioning and strategy

Brand NPD

Recent developments

Sainsbury's (NI only)

Key facts

Positioning and strategy

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Supermarket Retailing - Ireland - November 2020

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Brand NPD
- Recent developments
- SuperValu
- Key facts
- Positioning and strategy
- Brand NPD
- Recent developments
- Tesco
- Key facts
- Positioning and strategy
- Brand NPD
- Recent developments

The Consumer – Key Takeaways

- Women continue to be more likely to assume sole responsibility for groceries
- Tesco key main grocery shopping location, discounters strongly used for top-up
- Strong preference for own-label products
- Waste remains high on Irish consumers' agenda

Responsibility for Grocery Shopping

- Strong engagement with grocery responsibilities
 - Figure 34: Who is responsible for the main grocery shop in their household, NI and RoI, November 2020
- Irish women main grocery shoppers
 - Figure 35: Consumers who are mainly/wholly responsible or share responsibility for grocery retailing in a household, by gender, NI and RoI, November 2020

Locations for Grocery Shopping

- Tesco continues to be the top choice for main grocery shopping
 - Figure 36: Usage of retailers for main weekly grocery shopping, NI and RoI, November 2020
- Tesco sees strong use across all demographics
 - Figure 37: Usage of Tesco for main weekly grocery shopping, by age, NI and RoI, November 2020
- Wider array of retailers used for top-up shopping
 - Figure 38: Usage of retailers for top-up grocery shopping, NI and RoI, November 2020
 - Figure 39: Usage of selected retailers for top-up grocery shopping, by work status, NI and RoI, November 2020

Branded vs Own-label Preferences

- Fresh produce most preferred own-label
 - Figure 40: Consumers' preferences for branded vs own-label groceries, NI and RoI, November 2020
- Men more likely to buy branded goods
 - Figure 41: Consumers who buy branded groceries, by gender, NI and RoI, November 2020
 - Figure 42: Agreement with the statement 'Own-label goods offer better value for money during COVID-19/coronavirus', by gender, NI and RoI, November 2020

Attitudes towards Supermarkets

- Food safety chief concern of Irish shoppers

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Supermarket Retailing - Ireland - November 2020

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 43: Agreement with statements relating to supermarkets, NI and RoI, November 2020

Safety first

Figure 44: Number of food complaints received, RoI, 2016-19

Packaging concerns high, but COVID-19 concerns trump this

Figure 45: Agreement with the statement 'Supermarkets should do more to reduce packaging waste', NI and RoI, 2019 and 2020

Women more likely to view supermarket and discounter own-label as equal

Figure 46: Agreement with the statement 'There is little difference in the quality of products between supermarket and discount retailers', by gender and age, NI and RoI, November 2020

Brexit likely to spur on demand for locally sourced products

Figure 47: Agreement with the statement 'More locally sourced products from N. Ireland/Ireland should be available in supermarkets', by gender, NI and RoI, November 2020

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Market size rationale

Generational cohort definitions

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com