

Discounters - Ireland - 2021

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This report looks at the following areas:

- The impact of COVID-19 on discounters.
- Own-label vs branded within discounters.
- The rise of online retail and its impact on discounters
- What consumers purchase at discounters and why.
- How companies are innovating their products to suit consumer needs.

Discounters are a fast-growing sector that was firmly put on the map in lol after the global financial crash of 2008. COVID-19 has also presented an opportunity for discounters as consumers want to spend their money more wisely during an unpredictable time. Mintel data shows that Lidl is the most popular discounter store across lol, while crisps, sweets and biscuits are the most popular food item purchased from a discounter. Discounters such as Lidl provide low price snacks, making them a key destination for consumers when buying indulgent products.

Discounters are also growing their Irish presence in non-food retail, with brands such as Home Bargains and Savers offering consumers daily house items at a lower price. However, while in 2008, the discounters maximised the zeitgeist of frugality, in 2020, they may have missed the opportunity to steal greater share and secure consumer trust by overlooking the importance of online shopping – and its importance to medically vulnerable shoppers. There are opportunities for discounters to enter the online retail space and capitalise on a wider demographic of consumers.



“Discounters have continued to grow in popularity across lol, especially with the impact of COVID-19. Many consumers in the lol market have suffered financially due to lockdown. Discounters have provided consumers an option to buy their products at a lower price without compromising the quality.”

– Natalie Magill, Market Research Analyst

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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **COVID-19: market context**
- **Issues covered in this Report**

EXECUTIVE SUMMARY

- **The market**
- **Discounters perform well during pandemic**
Figure 1: Estimated retail sales of discounters, by value sales, Iol, NI and RoI (adjusted for COVID-19), 2016-26
- **Impact of COVID-19 on discounters**
Figure 2: Short, medium and long-term impact on discounters, Iol, 2021
- **Prices rise across the UK/NI for key discounter products**
Figure 3: Consumer price index for all goods, food and non-alcoholic beverages, furnishings and household equipment, UK/NI, 2019-21
Figure 4: Consumer price index for all goods, food and non-alcoholic beverages, furnishings and household equipment, RoI, 2019-21
- **Unemployment rates affect consumer spending**
- **Innovations**
- **The consumer**
- **Lidl continues to be most popular amongst Iol consumers**
Figure 5: Discounters that consumers usually shop in, by frequency, NI and RoI, March 2021
- **Older generations shop more frequently at Lidl**
Figure 6: Consumers who shop at Lidl once a week, by age demographic, NI and RoI, 2021
- **Crisps, sweets and biscuits are the most popular food products purchased amongst discounters**
Figure 7: Types of food and drink products consumers have purchased in the last three months, NI and RoI, 2021
- **Consumers want delivery services from their discounters**
Figure 8: Consumers who agree that they would be happy to use a takeaway delivery service to shop for their online groceries, NI and RoI, 2021
- **What we think**

THE MARKET – WHAT YOU NEED TO KNOW

- **Discounters grow in popularity over lockdown**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Brexit may affect retail pricing due to supply chain disruption**
- **COVID-19 impacts consumer confidence with entering a store**

MARKET SIZES AND FORECAST

- **Impact of COVID-19 on discounters**
Figure 9: Expected impact of COVID-19 on discounters, short medium and long-term, 2021
- **Discounters grow in popularity over lockdown**
Figure 10: Estimated retail sales of discounters, by value sales, IoI, NI and RoI (adjusted for COVID-19), 2016-26
- **Slight decrease in sales forecasted for 2022**

MARKET DRIVERS

- **Prices rise across the UK/NI for key discounter products**
Figure 11: Consumer price index for all goods, food and non-alcoholic beverages, furnishings and household equipment, UK/NI, 2019-21
Figure 12: Consumer price index for all goods, food and non-alcoholic beverages, furnishings and household equipment, RoI, 2019-21
- **Brexit may affect retail pricing due to supply chain disruption**
- **Unemployment rates effect consumer spending**
Figure 13: Unemployment figures, UK, 2019-21
Figure 14: Unemployment figures, RoI, 2019-21
- **Consumers turn to own-label to save money**
- **COVID-19 impacts consumer confidence with entering a store**
Figure 15: How worried consumers are about the risk of being exposed to COVID-19, IoI, 2020-21
Figure 16: Consumers who agree they are trying to limit their time spent in store and are shopping more online, IoI, 2021

COMPANIES AND INNOVATIONS – KEY TAKEAWAYS

- **Discounters embrace ethical packaging**
- **Consumers consider vegan/vegetarian ingredients**
- **Engagement with online shopping increases**
- **Lidl launches Lidl Plus to boost consumer loyalty**

WHO'S INNOVATING?

- **Ethical packaging remains the top claim for new releases by discount retailers**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 17: Top five claims for discounter products, UK and Ireland, 2017-21*

Figure 18: Consumer attitudes and behaviours towards ethical products, lol, 2021

- **Vegan/vegetarian ingredients are prominent trends in skincare and food products**

Figure 19: New releases with the vegetarian claim to discounters, lol, 2017-21*

Figure 20: New beauty and personal care product releases, UK and Ireland, 2021

Figure 21: Consumers' top factors when shopping for food, lol, 2021

- **Consumers engage with more convenient methods for shopping at discount retailers**
- **Loyalty schemes thought to be a promising area of innovation to retain and attract consumers**

COMPANY PROFILES

- **Aldi (Rol only)**
- **Key facts**
- **Growth strategy**
- **Recent developments**
- **B&M**
- **Key facts**
- **Growth strategy**
- **Recent developments**
- **EuroGiant**
- **Key facts**
- **Growth strategy**
- **Home Bargains (TJ Morris Ltd)**
- **Key facts**
- **Growth strategy**
- **Lidl**
- **Key facts**
- **Growth strategy**
- **Recent developments**
- **Mr Price**
- **Key facts**
- **Growth strategy**
- **Poundland/Dealz**
- **Key facts**
- **Growth strategy**
- **Recent developments**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- Poundstretcher
- Key facts
- Growth strategy
- Recent developments
- Savers
- Key facts
- Growth strategy
- Recent developments

THE CONSUMER – WHAT YOU NEED TO KNOW

- Older generations shop more frequently at Lidl
- Crisps, sweets and biscuits are the most popular discounter purchases
- Clothing and furniture from discounters appeals to younger generations

USAGE OF DISCOUNTERS

- **Lidl continues to be most popular amongst lol consumers**
Figure 22: Discounters that consumers usually shop in, by frequency, NI and Rol, 2021
- **Consumers shop more regularly at Lidl in Rol**
Figure 23: Frequency of shopping at Lidl in the last three months, NI and Rol, 2021
Figure 24: Consumers who never shop at Lidl, by age demographic, NI and Roi, 2021
- **Aldi comes in second amongst Rol consumers**
Figure 25: Consumers who have shopped in Aldi in the last three months, Rol, 2021
- **Home Bargains popular amongst families**
Figure 26: Consumers who have shopped in Home Bargains in the last three months, NI, 2021
Figure 27: Consumers who have shopped at Home Bargains in the last three months, by age of children, NI, 2021

TYPES OF FOOD AND DRINK PRODUCTS PURCHASED

- **Crisps, sweets and biscuits are the most popular food products purchased amongst discounters**
Figure 28: Types of food and drink products consumers have purchased in the last three months, NI and Rol, 2021
- **Crisps, sweets and biscuits preferred by women**
Figure 29: Consumers who have purchased crisps, sweets and biscuits from a discounter in the last three months, by gender, Rol and NI, 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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APAC	+61 (0) 2 8284 8100

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

Figure 30: Consumers who are mainly/wholly responsible or share responsibility for grocery retailing in a household, by gender, NI and RoI, 2020

- **Rol consumers prefer discounters for range of essential items**

Figure 31: Types of food and drink products consumers have purchased in the last three months, NI and RoI, 2021

- **Men across lol more likely to purchase meat, fish or poultry**

Figure 32: Consumers who have purchased meat, fish or poultry from a discounter in the last three months, by gender, RoI and NI, 2021

TYPES OF NON-FOOD AND DRINK PRODUCTS PURCHASED

- **Six in 10 lol consumers purchase household cleaning products from discounters**

Figure 33: Types of non-food products consumers have purchased in the last three months, NI and RoI, 2021

Figure 34: Consumers who have purchased household cleaning products from a discounter in the last three months, by gender, RoI and NI, 2021

- **Clothing appeals to younger generations**

Figure 35: Consumers who have purchased clothing from a discounter in the last three months, by age group, RoI and NI, 2021

Figure 36: Consumers who agree they have struggled to make ends meet, NI and RoI, 2020-21

- **Furniture from discounters appeals to young home owners**

Figure 37: Consumers who have purchased furniture from a discounter in the last three months, by age groups, RoI and NI, 2021

ATTITUDES TOWARDS DISCOUNTERS

- **Safety in stores is high priority for consumers due to COVID-19**

Figure 38: Consumer attitudes towards discounters, RoI and NI, 2021

- **Consumers want delivery services from their discounters**

Figure 39: Consumers who agreed that they would be happy to use a takeaway delivery service to shop for their online groceries, NI and RoI, 2021

- **Quality continues to more important than price**

Figure 40: Consumers who agree that quality is more important than a low price, NI and RoI, 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- **COVID-19 drove consumers to shop at discounters**

Figure 41: Consumers who agree, disagree or don't know that they are shopping more now with discounters since the outbreak of COVID-19, NI and RoI, 2021

- **Consumers will continue to shop at discounters if their finances increase**

Figure 42: Consumers who agree, disagree or don't know that having more money would make them less likely to shop at discounters, NI and RoI, 2021

Figure 43: Consumers who disagreed that having more money would make them less likely to shop at discounters, by age demographic, NI and RoI, 2021

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Data sources**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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