

Changing Attitudes towards Grocery Retailing - Ireland - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer grocery habits and spending.
- Impact of COVID-19 on consumer spending priorities.
- What factors in relation to grocery shopping have become more important to consumers in the last 12 months?
- The threat posed to supermarkets by hard discounters.
- What impact have Brexit and supply chain issues had on Irish grocery retailers?

COVID-19 continues to cause uneasiness among Irish consumers in 2021, which in turn will see a greater level of consumers spending time at home – thus equating to fewer out-of-home dining opportunities and more spending on groceries.

However, the increased costs of living and supply chain issues have seen grocery prices increase, and will see consumers focus more on value for money when shopping for groceries.



“COVID-19 continues to influence consumer spending in 2021 – and while the relaxation of restrictions has seen grocery sales decline somewhat, the overall sector remains strong. Food safety remains a key consideration in light of the pandemic, with a strong contingent of Irish shoppers seeing supermarkets as having a key role to play in this.”

– Brian O’Connor, Senior Consumer Analyst

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THE MARKET – KEY TAKEAWAYS

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