

Discounters in Ireland

Market Direction | 2023-03-16 | 35 pages | Euromonitor

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Report description:

Discounters recorded the strongest growth, in value sales terms, amongst store-based grocery retailers in 2022. The financial uncertainties caused by inflation have made Irish customers more price sensitive, which has led to a shift in consumer shopping from supermarkets and hypermarkets to discounters. Discounters' low-priced, private label product ranges increasingly appealed to local consumers in 2022, resulting in the year-on-year sales growth of the channel being the highest in the grocery...

Euromonitor International's Discounters in Ireland report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Discounters market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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