

Discounters in Ireland

Market Direction | 2025-02-27 | 34 pages | Euromonitor

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Report description:

In 2024, discounters in Ireland recorded retail value growth of 4%. Despite the stabilisation of inflation, many consumers in Ireland remained price-sensitive, with economic uncertainties and the ongoing cost-of-living crisis continuing to impact their buying habits. As a result, this trend supported sales through discounters, which are well-regarded for offering lower price points and attractive price-quality ratios.

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Discounters continue to perform well as many consumers remain price-sensitive

Lidl gains ground by supporting Irish producers while focusing on sustainability

Aldi plans to invest significantly to open 30 new locations across Ireland

PROSPECTS AND OPPORTUNITIES

Positive growth for discounters is supported by low price points and ongoing expansion strategies

Discounters may start to integrate retail e-commerce into sales and marketing strategies

Leading players Lidl and Aldi are set to maintain a strong focus on sustainability

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SOURCES

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Summary 2 Research Sources

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