

Discounters in Ireland

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

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Discounters in Ireland
Euromonitor International
February 2025

List Of Contents And Tables

DISCOUNTERS IN IRELAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

CHANNEL DATA

- Table 1 Discounters: Value Sales, Outlets and Selling Space 2019-2024
- Table 2 Discounters: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 3 Discounters GBO Company Shares: % Value 2020-2024
- Table 4 Discounters GBN Brand Shares: % Value 2021-2024
- Table 5 Discounters LBN Brand Shares: Outlets 2021-2024
- Table 6 Discounters Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 7 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

RETAIL IN IRELAND

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Retailers focus on sustainability to align with consumer demands
Consumers continue to be cautious of their spending during 2024
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 Standard Opening Hours by Channel Type 2024
Seasonality
Christmas
Easter

MARKET DATA

- Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 10 Sales in Retail Offline by Channel: Value 2019-2024
- Table 11 Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 12 Retail Offline Outlets by Channel: Units 2019-2024
- Table 13 Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 14 Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

Table 16	Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 17	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 18	□Sales in Grocery Retailers by Channel: Value 2019-2024
Table 19	□Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 20	□Grocery Retailers Outlets by Channel: Units 2019-2024
Table 21	□Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 22	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 23	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 24	□Sales in Non-Grocery Retailers by Channel: Value 2019-2024
Table 25	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
Table 26	□Non-Grocery Retailers Outlets by Channel: Units 2019-2024
Table 27	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 28	□Retail GBO Company Shares: % Value 2020-2024
Table 29	□Retail GBN Brand Shares: % Value 2021-2024
Table 30	□Retail Offline GBO Company Shares: % Value 2020-2024
Table 31	□Retail Offline GBN Brand Shares: % Value 2021-2024
Table 32	□Retail Offline LBN Brand Shares: Outlets 2021-2024
Table 33	□Retail E-Commerce GBO Company Shares: % Value 2020-2024
Table 34	□Retail E-Commerce GBN Brand Shares: % Value 2021-2024
Table 35	□Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 36	□Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 37	□Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 38	□Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 39	□Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 40	□Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 41	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
Table 42	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
Table 43	□Forecast Sales in Retail Offline by Channel: Value 2024-2029
Table 44	□Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
Table 45	□Forecast Retail Offline Outlets by Channel: Units 2024-2029
Table 46	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
Table 47	□Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
Table 48	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
Table 49	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 50	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 51	□Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
Table 52	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
Table 53	□Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
Table 54	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
Table 55	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 56	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 57	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
Table 58	□Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
Table 59	□Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
Table 60	□Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Discounters in Ireland

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-04"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com