

## **Supermarkets in Ireland**

Market Direction | 2025-02-27 | 35 pages | Euromonitor

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### **Report description:**

In 2024, despite the challenging economic conditions, supermarkets in Ireland demonstrated resilience, recording a retail value growth of 1%. As inflationary pressures eased, supermarkets experienced an increase in sales, driven by a rise in consumer consumption. Take-home grocery sales performed particularly well, with a notable uptick in store visits. Irish consumers continued to prioritise value and convenience, prompting supermarkets to respond with targeted advertising, promotions, and an e...

Euromonitor International's Supermarkets 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 Supermarkets 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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A rising focus on sustainability will lead to increased use of digital signage and QR codes

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