

Retail in Ireland

March 2024

Table of Contents

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Discounters' strong performance continues to shape grocery retail

Focus on sustainability across channels

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Easter

MARKET DATA

Table 1 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 2 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 3 - Sales in Retail Offline by Channel: Value 2018-2023

Table 4 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 5 - Retail Offline Outlets by Channel: Units 2018-2023

Table 6 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 7 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 8 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 9 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 10 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 11 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 12 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 13 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 14 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 15 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 18 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Retail GBO Company Shares: % Value 2019-2023

Table 22 - Retail GBN Brand Shares: % Value 2020-2023

Table 23 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 24 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 25 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 26 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 27 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 28 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 29 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 30 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 31 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 32 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 33 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 34 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 35 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 36 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 37 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 38 - Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 39 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 40 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 41 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 42 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 43 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 44 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 45 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 46 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 47 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 48 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 49 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 50 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 51 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 52 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 53 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Convenience Retailers in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Food inflation drives value growth in convenience retailers
Leading Centra continues its expansion plans
Gala introduces virtual reality simulator to optimise store layouts

PROSPECTS AND OPPORTUNITIES

Convenience retailers expected to see healthy growth over the forecast period
Centra to maintain focus on improvements and expansions
Applegreen and Marks & Spencer extend partnership

CHANNEL DATA

Table 54 - Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 55 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 56 - Sales in Convenience Retailers by Channel: Value 2018-2023
Table 57 - Sales in Convenience Retailers by Channel: % Value Growth 2018-2023
Table 58 - Convenience Retailers GBO Company Shares: % Value 2019-2023
Table 59 - Convenience Retailers GBN Brand Shares: % Value 2020-2023
Table 60 - Convenience Retailers LBN Brand Shares: Outlets 2020-2023
Table 61 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 62 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 63 - Forecast Sales in Convenience Retailers by Channel: Value 2023-2028
Table 64 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2023-2028

Supermarkets in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Performance of supermarkets improves in 2023, but challenges remain
SuperValu commemorates the 10th anniversary of Food Academy partnership
Tesco focuses on store expansions and revamps

PROSPECTS AND OPPORTUNITIES

Healthy growth for supermarkets expected over the forecast period
Eurospar invests in maintaining market share growth
Strong focus on sustainability from the leading supermarkets

CHANNEL DATA

Table 65 - Supermarkets: Value Sales, Outlets and Selling Space 2018-2023
Table 66 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 67 - Supermarkets GBO Company Shares: % Value 2019-2023
Table 68 - Supermarkets GBN Brand Shares: % Value 2020-2023
Table 69 - Supermarkets LBN Brand Shares: Outlets 2020-2023
Table 70 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 71 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Hypermarkets in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hypermarkets struggle due to rising competition from more popular retail channels
Tesco undertakes sustainability initiatives, to cut its energy costs and appeal to eco-aware consumers
New Tesco hypermarket opens in Adamstown

PROSPECTS AND OPPORTUNITIES

Hypermarkets to see stronger value growth over the forecast period, although challenges remain
Small and slow outlet expansion likely, albeit only from Tesco
Diversification may hold the key to unlocking future growth prospects

CHANNEL DATA

Table 72 - Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023
Table 73 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 74 - Hypermarkets GBO Company Shares: % Value 2019-2023
Table 75 - Hypermarkets GBN Brand Shares: % Value 2020-2023
Table 76 - Hypermarkets LBN Brand Shares: Outlets 2020-2023
Table 77 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 78 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Discounters in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounters maintains growth thanks to offering affordable goods to price-sensitive consumers
Lidl focuses on sustainability and enhanced grocery offers
Aldi surpasses food waste goals with FoodCloud and Too Good To Go

PROSPECTS AND OPPORTUNITIES

Discounters expected to maintain popularity over the forecast period
Aldi continues to focus on value offers with significant price cuts on popular essentials
Continuous expansions and revamps remain important for discounters

CHANNEL DATA

Table 79 - Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 80 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 - Discounters GBO Company Shares: % Value 2019-2023

Table 82 - Discounters GBN Brand Shares: % Value 2020-2023

Table 83 - Discounters LBN Brand Shares: Outlets 2020-2023

Table 84 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Small Local Grocers in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales in small local grocers start to creep up again in 2023, although challenges remain

Holland & Barrett enhances its product portfolio after a year of expansion initiatives

Sustainability initiatives could help to support sales in small local grocers

PROSPECTS AND OPPORTUNITIES

Sales expected to remain sluggish for small local grocers

Holland & Barrett partners with THG for e-commerce growth

Health food stores predicted to attract ongoing attention

CHANNEL DATA

Table 86 - Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 - Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 89 - Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 90 - Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 91 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 92 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

General Merchandise Stores in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales in department stores maintain a positive trajectory

Argos exits Ireland due to a lack of investment to support modernisation plans

Dunnes Stores announces plans for a new department store

PROSPECTS AND OPPORTUNITIES

Department stores expected to see ongoing growth, albeit at more sustainable levels

Variety stores set to creep back into positive sales, but competition is on the horizon

Marks & Spencer continues to reshape its competitive strategy

CHANNEL DATA

Table 93 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 94 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 95 - Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 96 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 97 - General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 98 - General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 99 - General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 100 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 101 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 102 - Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 103 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

Apparel and Footwear Specialists in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Apparel and footwear specialists maintains double-digit growth

Experiential retail provides personalised shopping experiences

Penneys continues to invest in Irish operations

PROSPECTS AND OPPORTUNITIES

Apparel and footwear specialists to see ongoing growth over the forecast period

Zara enters re-sale market in Ireland

Sportswear will continue to be a defining category for apparel and footwear retail

CHANNEL DATA

Table 104 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 105 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 106 - Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 107 - Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 108 - Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 109 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 110 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Appliances and Electronics Specialists in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Appliances and electronics specialists see sales plummet

Select has agreed to acquire DID Electrical

Retail landscape continues shift to e-commerce for smaller products, while consumers seek big-ticket products in stores

PROSPECTS AND OPPORTUNITIES

Appliances and electronics specialists will continue to face challenges

Refurbished tech trend will continue over the forecast period

Harvey Norman expands into England – how will this affect Ireland?

CHANNEL DATA

Table 111 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 112 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 113 - Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 114 - Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 115 - Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 116 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 117 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Home Products Specialists in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home products specialists see stagnant growth due to end of home renovation boom and inflationary pressures

IKEA pilots new click-and-collect service in collaboration with Tesco

Screwfix continues its expansion plans, as B&Q takes a backseat

PROSPECTS AND OPPORTUNITIES

Sales expected to pick up again over the forecast period

IKEA set to continue its expansion plans

Spending in homewares and home furnishing stores may face competition from e-commerce

CHANNEL DATA

Table 118 - Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 119 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 120 - Sales in Home Products Specialists by Channel: Value 2018-2023

Table 121 - Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 122 - Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 123 - Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 124 - Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 125 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 126 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 127 - Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 128 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

Health and Beauty Specialists in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales slump due to hangover effect from pandemic disruptions impacting pharmacies

Beauty specialists see robust value growth

LloydsPharmacy has agreed to buy family-owned McCabe's Pharmacy

PROSPECTS AND OPPORTUNITIES

Discount pharmacies are poised to boost competition and foster innovation

Specsavers to push for further consolidation of share in optical goods stores

The Body Shop set to exit Ireland as the company falls into administration

CHANNEL DATA

Table 129 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 130 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 131 - Sales in Health and Beauty Specialists by Channel: Value 2018-2023

Table 132 - Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023

Table 133 - Health and Beauty Specialists GBO Company Shares: % Value 2019-2023

Table 134 - Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023

Table 135 - Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023

Table 136 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 137 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 138 - Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028

Table 139 - Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

Vending in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vending sales slump due to consumers' lower spending power
Greater focus on health and wellness inspires more "healthy" vending
Premium coffee drinks provide another area of interest

PROSPECTS AND OPPORTUNITIES

Trains set to move into vending in 2024
Coca-Cola to acquire BDS Vending Solutions
Reverse vending to gain traction with the introduction of the Deposit Return Scheme

CHANNEL DATA

Table 140 - Vending by Product: Value 2018-2023
Table 141 - Vending by Product: % Value Growth 2018-2023
Table 142 - Vending GBO Company Shares: % Value 2019-2023
Table 143 - Vending GBN Brand Shares: % Value 2020-2023
Table 144 - Vending Forecasts by Product: Value 2023-2028
Table 145 - Vending Forecasts by Product: % Value Growth 2023-2028

Direct Selling in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling sees another year of decline
Tupperware faces financial problems due to low levels of sales
Herbalife Nutrition maintains sales thanks to influx of new wellness products

PROSPECTS AND OPPORTUNITIES

A return to growth is expected over the forecast period, although challenges remain
Ongoing health and wellness trends will continue to support wellness-orientated products
Financial pressures could lead to more direct sellers

CHANNEL DATA

Table 146 - Direct Selling by Product: Value 2018-2023
Table 147 - Direct Selling by Product: % Value Growth 2018-2023
Table 148 - Direct Selling GBO Company Shares: % Value 2019-2023
Table 149 - Direct Selling GBN Brand Shares: % Value 2020-2023
Table 150 - Direct Selling Forecasts by Product: Value 2023-2028
Table 151 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

Retail E-Commerce in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail e-commerce continues to stabilise following pandemic boom
Consumer confidence in online spending improved by new legislation
Amazon's new fulfilment centre in Dublin fuels growth

PROSPECTS AND OPPORTUNITIES

Ongoing growth for retail e-commerce over the forecast period
Musgrave continues to investment in omnichannel development
Google's compliance with EU's Digital Market Act (DMA) will support smaller online retailers

CHANNEL DATA

Table 152 - Retail E-Commerce by Channel: Value 2017-2022

Table 153 - Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 154 - Retail E-Commerce by Product: Value 2017-2022

Table 155 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 156 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 157 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 158 - Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 159 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 160 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 161 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-ireland/report.