

DISCOUNTERS – IRELAND – 2023

With consumers watching their finances more carefully in 2023, discounters are poised to benefit.



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Reports



Discounters - Ireland - 2023

This report looks at the following areas:

- How the discounter sector is estimated to grow in the next five years and its performance in recent years
- How the cost of living crisis is driving more consumers to use discounters
- Which discounter brands are most used by consumers, and how frequently they visit them
- What food and non-food items consumers buy via discounters
- How recently consumers began shopping with discounters
- The change in consumer views of the quality of goods offered by discounters



With consumers watching their finances more carefully in 2023, discounters are poised to benefit.

Overview

The cost of living crisis may be seeing consumers with less to spend, but it has been to the benefit of discounters, particularly those in the grocery sector as they have captured a greater market share.

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Report Content



EXECUTIVE SUMMARY

Opportunities for the discounter market

- Cost of living driving more discounter usage
- Quality matters
- Taking the leap online?

Market dynamics and outlook

- The five year outlook for discounters
- Inflation helping to drive discounter sales
- Discounters capturing larger grocery share
 - Graph 1: discounters as a segment of total grocery market, 2023
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- Quality is important

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MARKET DYNAMICS

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WHAT CONSUMERS WANT AND WHY

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- Rol consumers are using discounters more frequently
- lol consumers shop at Lidl more frequently
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Discounters – Ireland – 2023

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- Aldi – brand NPD
- Aldi – recent developments
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- B&M – positioning and strategy
- B&M – NPD
- B&M Bargains – recent developments
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- Home Bargains – recent developments
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- Lidl – positioning and strategy
- Lidl – NPD
- Lidl – recent developments
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Discounters – Ireland – 2023

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- Mr. Price – recent developments
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- Poundland/Dealz – positioning and strategy
- Poundland/Dealz – recent developments
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- Savers – positioning and strategy

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APPENDIX

Supplementary data

- Market size and forecast : underlying data – discounters
- Market size and forecast : underlying data – total grocery

Report scope and definitions

- Market definition

Methodology

- Consumer Research Methodology

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