

# Discounters in Ireland

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## Abstracts

Discounters maintained growth in Ireland in 2023, thanks to offering affordable goods to price-sensitive consumers. Indeed, discounters continue to expand their ranges of products, thus, to appeal to a wider range of consumers who are seeking budget-friendly options. This is important during a time of economic uncertainty with the cost-of-living crises, especially as consumers are noted to have become less loyal to specific brands and are trading down where they are able. These factors continue...

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 in Ireland  
Euromonitor International  
March 2024

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