



November 2019

Supermarket Retailing - Brand vs. Own-brand - Ireland

“Own-label goods continue to perform well. Irish consumers consider own-label products to be just as good as branded items and they are increasingly turning to them when buying everyday items. Brands will need to demonstrate their value and tell their unique story to gain consumers’ attention in everyday categories and ...

September 2019

Household Appliances - Ireland

“Sales of domestic appliances have increased between 2014 and 2019 as consumer confidence in NI and RoI continued to improve in the aftermath of the economic downturn. Moving forward consumers are shown to be more concerned with the environment, and likely will see their purchase decisions guided by energy efficiency ...

June 2019

Forecourt & Convenience Retailing - Ireland

“Convenience stores remain key destinations for top-up shopping among Irish consumers in 2019, with a strong contingent of consumers (particularly in younger age groups) noting their interest in the expansion of the own-brand offering among forecourt and convenience retailers.”

– **Brian O’Connor, Senior Consumer Analyst**

Mobile Phones - Ireland

“Data allowance is the most important factor when choosing a phone plan. This reflects the significant increase in mobile data usage in recent years as use of data heavy streaming services on mobile devices grows. Mobile operators could therefore offer greater flexibility within their contracts to enable consumers to modify ...

April 2019

Automotive Retailing - Ireland

“Growing negativity around diesel vehicles will see manufacturers produce fewer diesel cars in the coming years and more alternative-fuelled vehicles as eco-conscious consumers increasingly switch to cleaner-fuelled cars to reduce their carbon footprint and play their part in tackling issues such as poor air quality and climate change.”



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March 2019

Online and Mobile Retailing - Ireland

“As smartphones continue to improve and develop greater capabilities, consumers are becoming increasingly dependent on these devices for online shopping habits both in the home and out of the home which is contributing to the declining usage of laptop/desktop computers. Looking at the next five years, online and mobile ...

February 2019

Hair & Skincare Products - Ireland

“Increasing concern with the environment among Irish consumers will help to shape the hair and skincare market moving forward, with greater demands for products that offer more environmentally friendly options, and if consumers are willing to pay for this, it could help reverse the decline in value sales for soaps ...