



Euromonitor
International

Retail in Ireland

June 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Deliveroo Shopping Expands Quick Commerce and Reshapes Consumer Expectations

Chart 2 - Delivery Shopping Arrives in Ireland

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Discount Retailers Respond to Value-Driven Shoppers with Affordable Quality

Omnichannel Investments Reshape Shopping Habits and Brand Loyalty

Chart 5 - Analyst Insight for Retail

Ai and Analytics Drive Personalised Offers and Operational Gains

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Musgrave Strengthens Position as Discount Retailers Drive Pricing Pressure

Lidl and Currys Drive Innovation with Net Zero and Digital Concepts

Chart 8 - Lidl Opens Ireland'S First Net-Zero Energy Supermarket in Maynooth

Chart 9 - Currys Ireland Adds Store Mode and Digital Shelf Labels to Streamline Shopping

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 12 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Easter

ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail

Chart 17 - Population 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

2025 DEVELOPMENTS

Convenience Retailers Summary

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Convenience Retailers

INDUSTRY PERFORMANCE

Vendie Pioneers Vending-Only Retail as Shoppers Seek Value and Efficiency

Chart 20 - Vendie Launches Ireland'S First Vending-Only Convenience Store

Applegreen and M&S Expand Partnership to Capture Commuter Demand

Chart 21 - Applegreen and M&S Expand Partnership with 20 New Food Stores across Ireland

Retailers Invest in Private Label to Build Loyalty and Margin

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers Expand Own-Brand Ranges to Reinforce Shopper Loyalty

Convenience Stores Sustains Lead as Top-Up Shopping Grows

Larger Operators Diversify Formats to Meet Evolving Needs

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 26 - Analyst Insight for Convenience Retailers

Musgrave Expands Networks to Secure Share Gains

Circle K Drives Growth with Targeted Acquisitions

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Convenience Retailers

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Convenience Retailers

Chart 33 - Population 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Supermarkets in Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 35 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Tesco Accelerates Investment to Meet Rising Demand for Convenience and Sustainability

Chart 36 - Tesco Ireland Strengthens International Presence through Major Expansion in 2025

Sustainability Initiatives Drive Competitive Advantage as Retailers Respond to Shifting Consumer Values

Chart 37 - Tesco Ireland Rolls Out Solar Panels across Stores to Advance Sustainability Goals

Chart 38 - Value Sales 2020-2030

WHAT'S NEXT?

Bwg Foods Expands Store Network to Strengthen Value-Led Growth

Chart 39 - Analyst Insight for Supermarkets

Retailers Invest in Digital and Sustainability to Drive Customer Loyalty

Chart 40 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Supervalu Strengthens Leadership

Chart 41 - Company Shares 2025

Chart 42 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 43 - Economic Context for Supermarkets

Chart 44 - Real Gdp Growth 2020-2030

Chart 45 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 46 - Consumer Context for Supermarkets

Chart 47 - Population 2020-2030

Chart 48 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hypermarkets in Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hypermarkets Summary

KEY INDUSTRY TRENDS

Chart 49 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Tesco Reinvents In-Store Experience to Counter Discount Pressure

Chart 50 - Tesco Ballina Relaunches with Eur5m Facelift to Reinvent In-Store Experience in Ireland

Chart 51 - Value Sales 2020-2030

WHAT'S NEXT?

Adapting Product Mix and Pricing to Maintain Shopper Loyalty

Chart 52 - Analyst Insight for Hypermarkets

Digital Rewards and In-Store Efficiency Shape Shopper Engagement

Chart 53 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Tesco Expands Store Network and Digital Value to Reinforce Dominance

Chart 54 - Tesco Investing to Reinforce Its Dominance

Chart 55 - Company Shares 2025

Chart 56 - Brand Shares 2025

CHANNELS

No Further Distribution Shifts or Emerging Concepts Observed

PRODUCTS

Tesco Transforms Store Experience to Reinforce Shopper Loyalty
Irish Shoppers Embrace Private Label and Value-Led Formats

ECONOMIC CONTEXT

Chart 57 - Economic Context for Hypermarkets
Chart 58 - Real Gdp Growth 2020-2030
Chart 59 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 60 - Consumer Context for Hypermarkets
Chart 61 - Population 2020-2030
Chart 62 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Discounters in Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 63 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Lidl Drives Value-Led Transformation as Shoppers Prioritise Affordability
Lidl Pioneers Sustainability with Net Zero Energy Store Innovation
Chart 64 - Lidl Launches Ireland'S First Net Zero Energy Supermarket in Maynooth
Efficient Store Formats and Private Label Expansion Boost Shopper Loyalty
Chart 65 - Value Sales 2020-2030

WHAT'S NEXT?

Players Extend Value Focus to Meet Evolving Shopper Needs
Mobile Integration and Loyalty Initiatives Drive Repeat Visits
Chart 66 - Analyst Insight for Discounters
Sustainability Initiatives and Local Partnerships Underpin Brand Trust
Chart 67 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Lidl Accelerates Expansion and Strengthens Lead through Major Investment
Chart 68 - Lidl Ireland Expands Discount Appeal with New Ballysimon Store Opening
Chart 69 - Company Shares 2025
Chart 70 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 71 - Economic Context for Discounters
Chart 72 - Real Gdp Growth 2020-2030
Chart 73 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 74 - Consumer Context for Discounters
Chart 75 - Population 2020-2030
Chart 76 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Small Local Grocers in Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Small Local Grocers Summary

INDUSTRY PERFORMANCE

Discounters Attract Price-Sensitive Shoppers as Cost Pressures Mount

Shoppers Embrace Own-Label Premium Ranges to Offset Inflation

Chart 77 - Value Sales 2020-2030

WHAT'S NEXT?

Community-Focused Digital Tools Support Resilience as Price Pressure Continues

Chart 78 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 79 - Analyst Insight for Small Local Grocers

Holland & Barrett International Ltd Gains Ground as Niche Players Exit

Chart 80 - Company Shares 2025

Chart 81 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 82 - Economic Context for Small Local Grocers

Chart 83 - Real Gdp Growth 2020-2030

Chart 84 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 85 - Consumer Context for Small Local Grocers

Chart 86 - Population 2020-2030

Chart 87 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[General Merchandise Stores in Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 88 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Growth in a Complex Environment

Department Store Players Introduce Experiential Retail to Counter Digital Competition

Chart 89 - Choice Stores Opens in Tullamore

Normal Captures Value-Driven Shoppers with Affordable Essentials and Viral Marketing

Chart 90 - Normal Opens First Store in Dublin'S Ilac Centre

Chart 91 - Value Sales 2020-2030

Chart 92 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers Look to Omnichannel Platforms to Boost Loyalty and Margins

Department Store Players Enhance In-Store Experiences to Retain Footfall Amid Rising Competition

Variety Store Retailers Expand Private Label Ranges to Meet Value-Driven Demand

Chart 93 - Forecast Value Sales 2020-2030

Chart 94 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 95 - Analyst Insight for General Merchandise Stores

Dunnes Stores and Eurogiant Invest in Modernisation to Reinforce Strength

Poundland's Dealz Brand Drives Growth by Targeting Value-Focused Shoppers

Chart 96 - Company Shares 2025

Chart 97 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 98 - Economic Context for General Merchandise Stores

Chart 99 - Real Gdp Growth 2020-2030

Chart 100 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 101 - Consumer Context for General Merchandise Stores

Chart 102 - Population 2020-2030

Chart 103 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear Specialists in Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

KEY INDUSTRY TRENDS

Chart 104 - Key Industry Trends for Apparel and Footwear Specialists

INDUSTRY PERFORMANCE

Penneys Refreshes Flagship to Drive Experiential Shopping and Loyalty

Arket Blends Retail and Lifestyle to Attract Urban Shoppers

Chart 105 - Arket Opens First Store in Ireland, Bringing Scandinavian Lifestyle to Dublin

Boots and Comfort Styles Drive Footwear Ahead as Work Patterns Shift

Chart 106 - Value Sales 2020-2030

WHAT'S NEXT?

Retailers Boost Digital Convenience to Capture Cautious Spending

Chart 107 - Analyst Insight for Apparel and Footwear Specialists

Transparency and Circularity Reshape Purchasing as Ethics Go Mainstream

Chart 108 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Penneys Invests in Flagship Upgrades as Rivals Struggle and New Entrants Reshape Consumer Choices

Chart 109 - Penneys Invests Eur5m to Refresh O'Connell Street Flagship and Boost Experience

Chart 110 - Company Shares 2025

Chart 111 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 112 - Economic Context for Apparel and Footwear Specialists

Chart 113 - Real Gdp Growth 2020-2030

Chart 114 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 115 - Consumer Context for Apparel and Footwear Specialists

Chart 116 - Population 2020-2030

Chart 117 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Appliances and Electronics Specialists in Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

KEY INDUSTRY TRENDS

Chart 118 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Currys Elevates Inclusivity through Digital-First Convenience Initiatives

Chart 119 - Currys Partners with Welcome to Deliver Inclusive Shopping Experiences across Ireland

Did Electrical's Expansion Captures Demand for Local Access

Euronics Boosts Customer Confidence with Omnichannel Transparency

Chart 120 - Did Electrical Partners with Homevalue to Expand Appliance Availability in Ireland

Chart 121 - Value Sales 2020-2030

WHAT'S NEXT?

Harvey Norman Leverages Green Tech and Digital Innovation to Strengthen Customer Engagement

Did Electrical Responds to Cautious Spending by Enhancing Digital Convenience and Sustainability

Chart 122 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 123 - Analyst Insight for Appliances and Electronics Specialists

Harvey Norman Drives Share Gains with Omnichannel Expansion

Chart 124 - Company Shares 2025

Chart 125 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 126 - Economic Context for Appliances and Electronics Specialists

Chart 127 - Real Gdp Growth 2020-2030

Chart 128 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 129 - Consumer Context for Appliances and Electronics Specialists

Chart 130 - Population 2020-2030

Chart 131 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Products Specialists in Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Products Specialists Summary

KEY INDUSTRY TRENDS

Chart 132 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Screwfix Enhances Convenience and Drives Home Improvement Sales with New Cork Store

Chart 133 - Screwfix Strengthens Diy Retail Convenience with New Cork Store

Homebase Accelerates Digital Transformation with Dedicated Irish E-Commerce Platform

Chart 134 - Homebase Launches Dedicated Irish E-Commerce Platform to Drive Diy Growth

Chart 135 - Value Sales 2020-2030

Chart 136 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Pet Products and Sustainable Home Solutions Drive New Spending Priorities

Chart 137 - Analyst Insight for Home Products Specialists

Chart 138 - Forecast Value Sales 2020-2030

Chart 139 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ikea Extends Lead, While Ogalas and Screwfix Strengthen Their Positions and Homebase Exits

Chart 140 - Company Shares 2025

Chart 141 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 142 - Economic Context for Home Products Specialists

Chart 143 - Real Gdp Growth 2020-2030

Chart 144 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 145 - Consumer Context for Home Products Specialists

Chart 146 - Population 2020-2030

Chart 147 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Health and Beauty Specialists in Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 148 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Pharmacies Continues to Dominate Sales

Boots Ireland Enhances Convenience and Access with Affordable Health Services

Chart 149 - Boots Ireland Launches Affordable Health Mot to Enhance Retail Convenience

Chart 150 - The Fragrance Shop Opens First Store in Ireland

Irish Consumers Drive Value with Health, Wellness and Premium Focus

Chart 151 - Value Sales 2020-2030

Chart 152 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers Expand Eco-Friendly Packaging to Meet Demand for Transparency

Chart 153 - Analyst Insight for Health and Beauty Specialists

Retailers Integrate Digital and Physical Touchpoints to Boost Personalisation

Discount Pharmacies Widen Private Label Ranges to Retain Price-Sensitive Shoppers

Chart 154 - Forecast Value Sales 2020-2030

Chart 155 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Boots Makes Share Gains with Omnichannel Upgrades and Loyalty

Chart 156 - Company Shares 2025

Chart 157 - Brand Shares 2025

PRODUCTS

Boots Ireland Elevates Convenience with Health Services and Digital Integration

The Fragrance Shop'S Omnichannel Launch Brings Global Beauty Standards to Dublin

Boots Gains Share as Omnichannel and Value Drive Repeat Purchases

ECONOMIC CONTEXT

Chart 158 - Economic Context for Health and Beauty Specialists

Chart 159 - Real Gdp Growth 2020-2030

Chart 160 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 161 - Consumer Context for Health and Beauty Specialists

Chart 162 - Population 2020-2030

Chart 163 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Vending in Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Vending Summary

INDUSTRY PERFORMANCE

Reverse Vending Machines Incentivise Sustainable Behaviour through Deposit Returns

Chart 164 - Value Sales 2020-2030

Chart 165 - Value Sales by Category 2025

WHAT'S NEXT?

Deposit Return Scheme Drives Eco-Friendly Investment and Consumer Trust

Wellness-Driven Demand Reshapes Food and Beverage Offerings

Cashless Technology and Digital Engagement Boost Loyalty and Efficiency

Chart 166 - Forecast Value Sales 2020-2030

Chart 167 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Coca-Cola Acquires Bds Vending to Expand Control and Reach

Chart 168 - Company Shares 2025

Chart 169 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 170 - Economic Context for Vending

Chart 171 - Real Gdp Growth 2020-2030

Chart 172 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 173 - Consumer Context for Vending

Chart 174 - Population 2020-2030

Chart 175 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Direct Selling in Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 176 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Consumers Shifting to Digital Channels

Farmasi Leverages Social Engagement to Capture Beauty-Conscious Consumers

Chart 177 - Farmasi Launches Direct Selling Operations in Ireland to Expand Global Reach

Shifting Demand Drives Growth in Beauty, Resilience in Wellness, and Steep Decline in Other Products

Chart 178 - Value Sales 2020-2030

Chart 179 - Value Sales by Category 2025

WHAT'S NEXT?

Digital Tools and Social Commerce Transform Selling Approaches

Wellness-Focused Brands Capitalise on Rising Demand for Healthier Lifestyles

Personalised Engagement and Competitive Pricing Secure Customer Loyalty

Chart 180 - Forecast Value Sales 2020-2030

Chart 181 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 182 - Analyst Insight for Direct Selling

Herbalife Leverages Digital Tools to Outpace Traditional Rivals

Chart 183 - Company Shares 2025

Chart 184 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 185 - Economic Context for Direct Selling

Chart 186 - Real Gdp Growth 2020-2030

Chart 187 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 188 - Consumer Context for Direct Selling

Chart 189 - Population 2020-2030

Chart 190 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail E-Commerce in Ireland

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 191 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Omnichannel and Digital Innovation Underpin Expansion

Amazon.ie Removes Barriers for Local Sellers and Boosts Marketplace Growth

Chart 192 - Amazon Launches Amazon.ie to Transform Irish E-Commerce Landscape

Marks & Spencer Leverages Store-As-Hub Model to Drive Fulfilment Innovation

Chart 193 - M&S Expands Click-And-Collect to Applegreen Cavan

Chart 194 - Value Sales 2020-2030

Chart 195 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers Integrate Digital Touchpoints to Capture Omnichannel Loyalty

Marketplace Platforms Expand Reach as Discount Strategies Shape Growth

Chart 196 - Analyst Insight for Retail E-Commerce

Sustainability and Circular Commerce Drive Platform Innovation

Chart 197 - Forecast Value Sales 2020-2030

Chart 198 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Amazon Engages in Localised Expansion as Rivals Maintain Positions

Chart 199 - Company Shares 2025

Chart 200 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 201 - Economic Context for Retail E-Commerce

Chart 202 - Real Gdp Growth 2020-2030

Chart 203 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 204 - Consumer Context for Retail E-Commerce

Chart 205 - Population 2020-2030

Chart 206 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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.