



**Euromonitor
International**

Discounters in Ireland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Discounters continue to perform well as many consumers remain price-sensitive
Lidl gains ground by supporting Irish producers while focusing on sustainability
Aldi plans to invest significantly to open 30 new locations across Ireland

PROSPECTS AND OPPORTUNITIES

Positive growth for discounters is supported by low price points and ongoing expansion strategies
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DISCLAIMER

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