



**Euromonitor  
International**

# Supermarkets in Ireland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

A solid performance as supermarkets focus on value and convenience  
Iceland exits the Irish market while Supervalu retains its leading position  
A rising focus on sustainability, organic produce and meat substitutes

PROSPECTS AND OPPORTUNITIES

Positive growth is expected for supermarkets as stores offer loyalty schemes and price-matching  
A rising focus on sustainability will lead to increased use of digital signage and QR codes  
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Consumers continue to be cautious of their spending during 2024  
What next for retail?

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