



# Supermarkets in Ireland

March 2024

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## Supermarkets in Ireland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Performance of supermarkets improves in 2023, but challenges remain  
SuperValu commemorates the 10th anniversary of Food Academy partnership  
Tesco focuses on store expansions and revamps

#### PROSPECTS AND OPPORTUNITIES

Healthy growth for supermarkets expected over the forecast period  
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Strong focus on sustainability from the leading supermarkets

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