

go<sup>o</sup>sebump  
the p<sup>o</sup>wer of ideas



2025

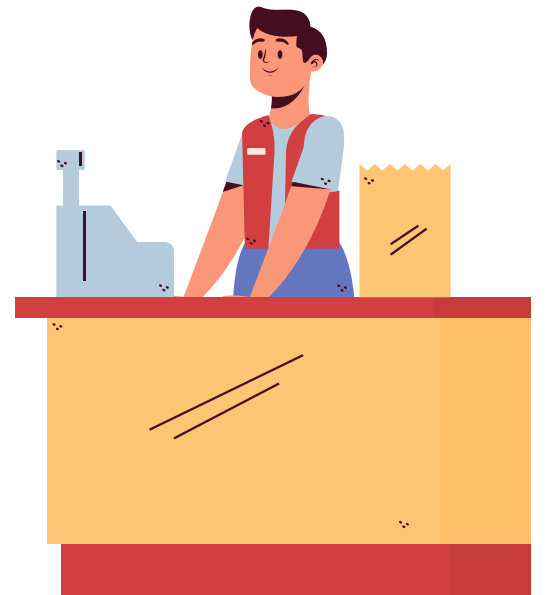
# THE FUTURE SHOPPER

9th edition

PLANET  
EARTH FIRST



# SHOPPING BEHAVIOUR THAT'S HAPPENING RIGHT NOW.



**1. GROWTH IN SHOPPER MISSIONS**

**2. THE ROLE OF HEALTH**

**3. THE POWER OF EFFICIENCY**

**4. SUSTAINABILITY VERSUS VALUE**

**5. THE RETAIL EXPERIENCE**



01

## GROWTH IS IN THE MISSIONS

It isn't about 3 meals  
a day – it's about  
**14 demand  
moments.**

These moments cut  
across categories. They  
reflect behaviour, not just  
category shopping.

'Become an  
**Everywhere  
Brand**'

Kantar 2025





# THE ROLE OF HEALTH ACROSS MORE SHOPPER MISSIONS

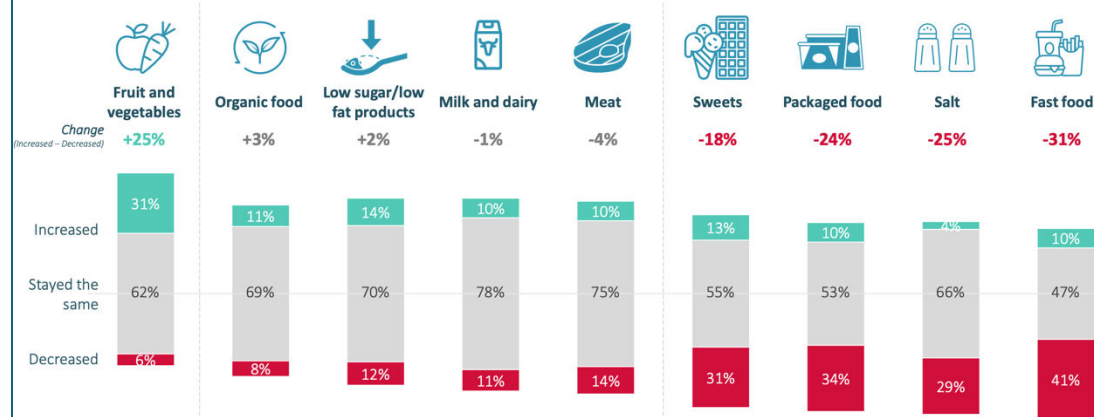
Health is no longer just a category - it's the new currency of choice.

**61%** say health drives their purchase choices - what they buy and who they buy from

## Irish plate gets a fresh makeover as Fruit and Veg intake surges

Ireland's eating habits are getting a healthy upgrade — with more fruit and veg on the plate, and less sugar, salt, and processed food, people are making more conscious choices about what they eat.

Change in Consumption in the past year



(Base: All Adults Ireland n=1,013)





# 03 THE POWER OF NOW



**Expect 2-hour  
delivery**



**Fast, frictionless  
journeys are now a  
basic shopper  
expectation**



**Sprout & Co - Exchequer  
Street - Exchequer Street**

★ 4.7 Excellent (500+) - 🌱 'Large portion sizes' >

📄 Allergens and info >

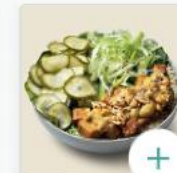
🚚 Deliver in 10 - 20 min · 0.80 km >

🆓 Free delivery on orders over €18

**Get 10% credit back**  
Spend €30 or more here.  
Upgrade to Plus Gold.

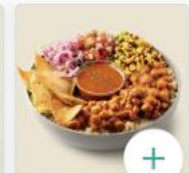
plus

**Order again**



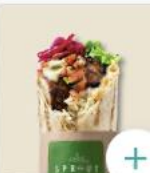
**Tofu Satay Bowl**

€13.50



**Spicy Bean Taco**

€11.50



**Middle Eastern  
Chicken Wrap**

€11.99

★ Highly rated - Blackened chicken, tempeh  
rice, cos lettuce, pickled red onion, tomato sa...

€13.50



+

**67%** expect  
brands to absorb  
carbon costs

VML 25

**57%** of  
consumers are more  
inclined to engage in  
environmental actions  
when they also offer  
financial savings.

EY 25

**Consumers care  
about  
sustainability...  
shoppers don't.**



#### Feelings about consumption and behaviors



05

## PHYSICAL RETAIL IS REINVENTING ITSELF



33% say the biggest reason they shop in-store is instant gratification.



"STOP. EXPLORE. SHOP FOR MORE."

Sharon Yourell Lawlor

I'LL LEAVE YOU WITH  
**ONE PIECE OF ADVICE...**

**THAT'S THE  
BEHAVIOUR  
WE'RE TRYING TO CHANGE**

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