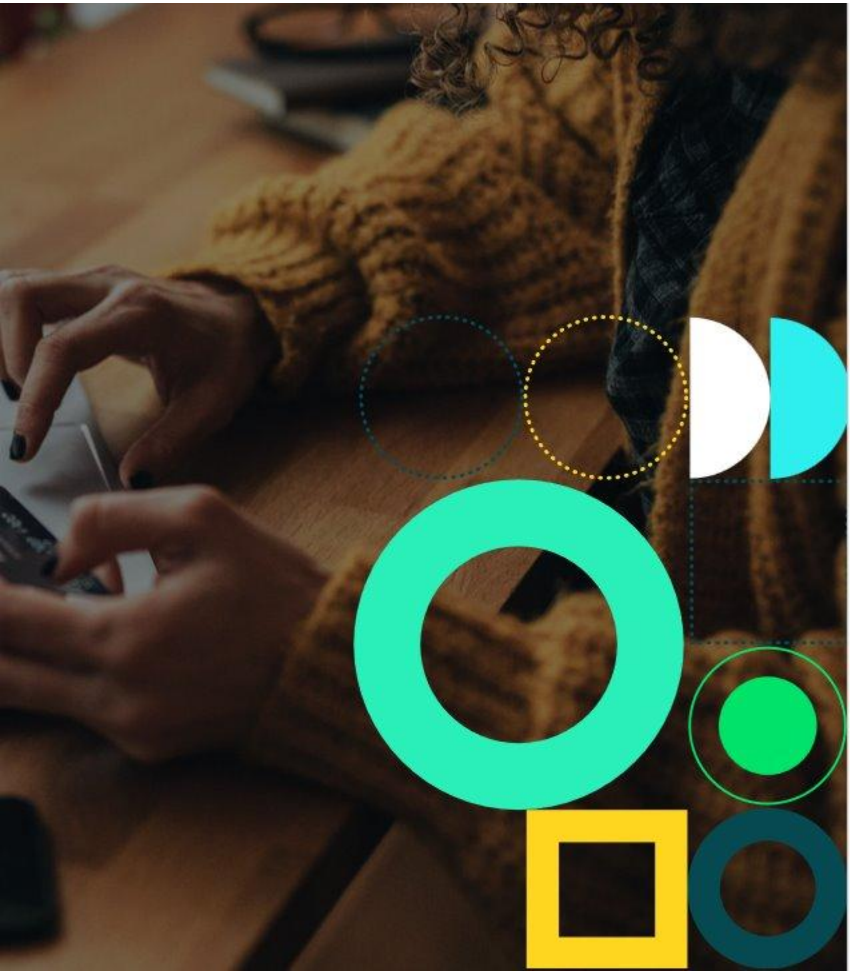
Beyond Inflation: How Shoppers, Retailers and Markets are Evolving

Data to 12th July 2026

Marcus Heath



Agenda for today

How cost pressures continue to shape shopper behaviour

How shoppers are reshaping the retail landscape

Summary and key takeaways

Cost pressures continue to shape household priorities and shopping decisions

Business

Higher energy prices and rising rents increase cost-of-living squeeze for Irish households

Cost of living fears weighs heavily on Irish public as consumer sentiment dips

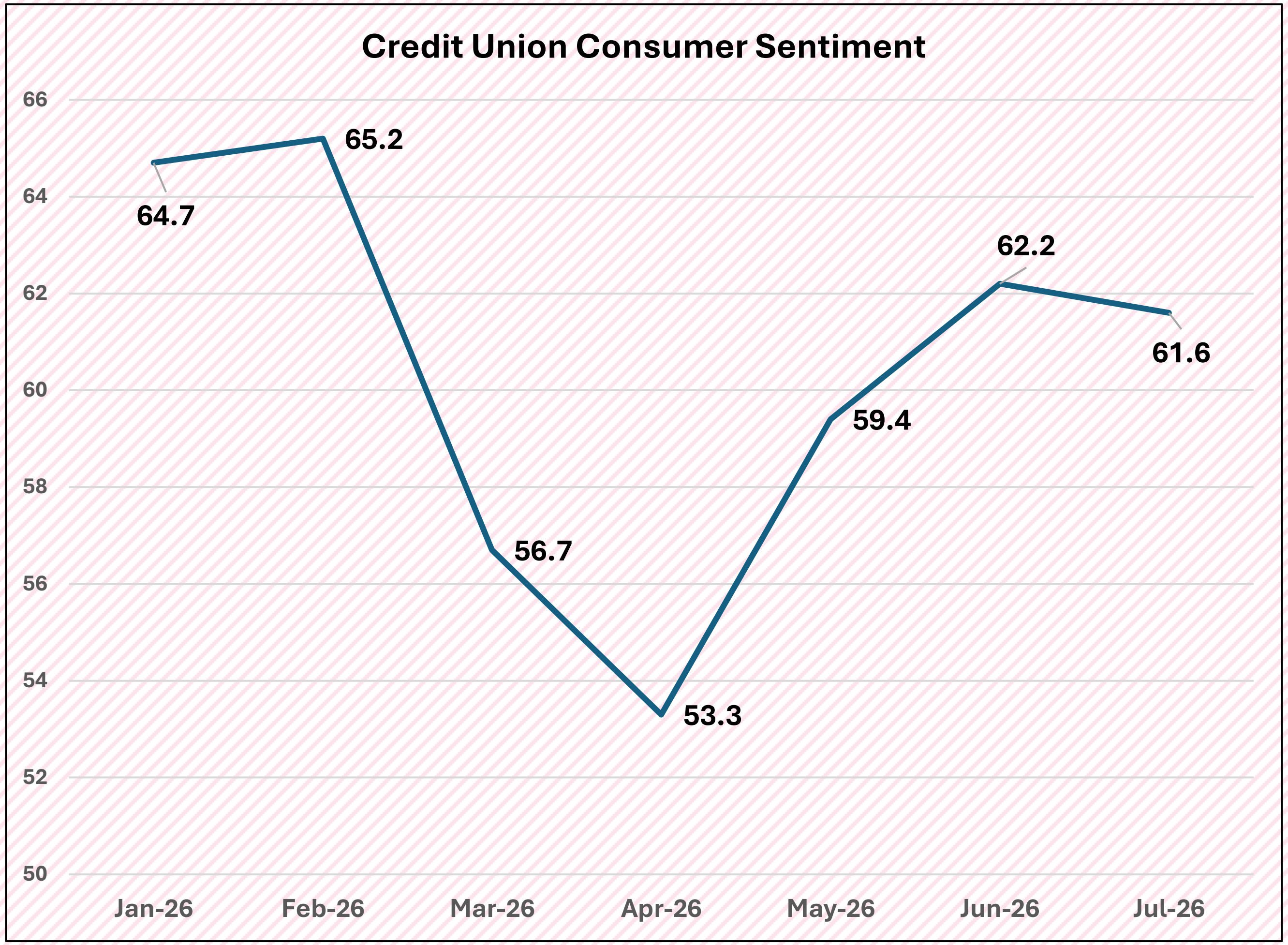
Families to feel the pinch this winter as Central Bank predicts inflation rise

Under the bank's most severe scenario, inflation would hit 5pc next year

Cost of living dwarfs all other worries as 42pc of Irish consumers cite household expenses as their top concern

Food prices to be main driver of inflation in 2027 - says European Central Bank

Consumer confidence has improved, but households remain cautious



Managing Shoppers account for almost half of all households but see a slight decline YoY. The largest shifts are seen in Struggling & Comfortable Shoppers.

Q. How would you describe your current financial situation?

It's not sufficient to cover expenses	I'm just making ends meet	On the whole I can manage ok	I'm comfortable & can afford most things	I don't have to restrict my spending in any way
5.6%	19.9%	47.1%	22.5%	3.1%

25.5% Struggling (+3pp)

47.1% Managing (-1pp)

25.7% Comfortable (-3pp)

When faced with rising costs, shoppers either adapt or actively seek savings

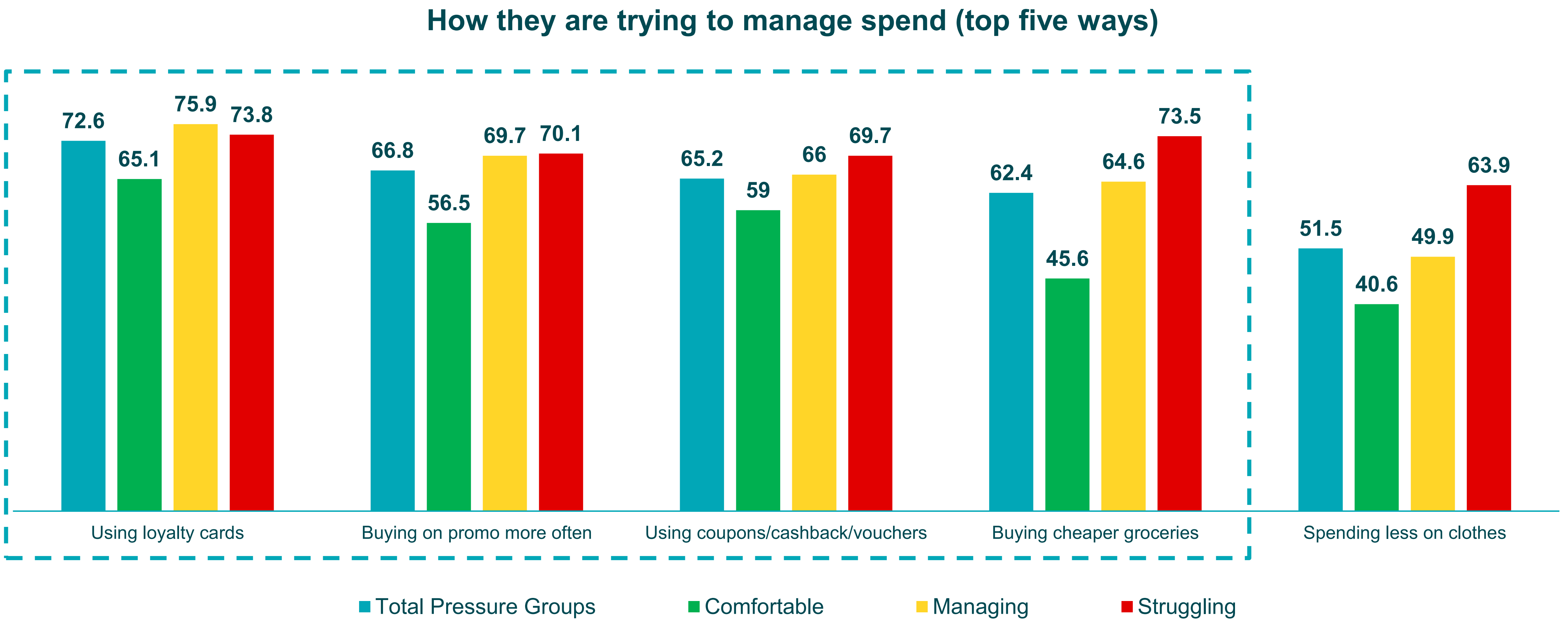
Adapt

- Absorb the cost

Mitigate

- Find ways to offset it
- Trading down
- Switching retailers
- Chasing promotions
- Or.. Simply buying less

Shoppers are actively managing budgets through loyalty, promotions and cheaper alternatives



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Worldpanel PanelVoice, Pressure Groups Survey, Feb 2026
Buyer % | 52w/e 22nd Feb 2026

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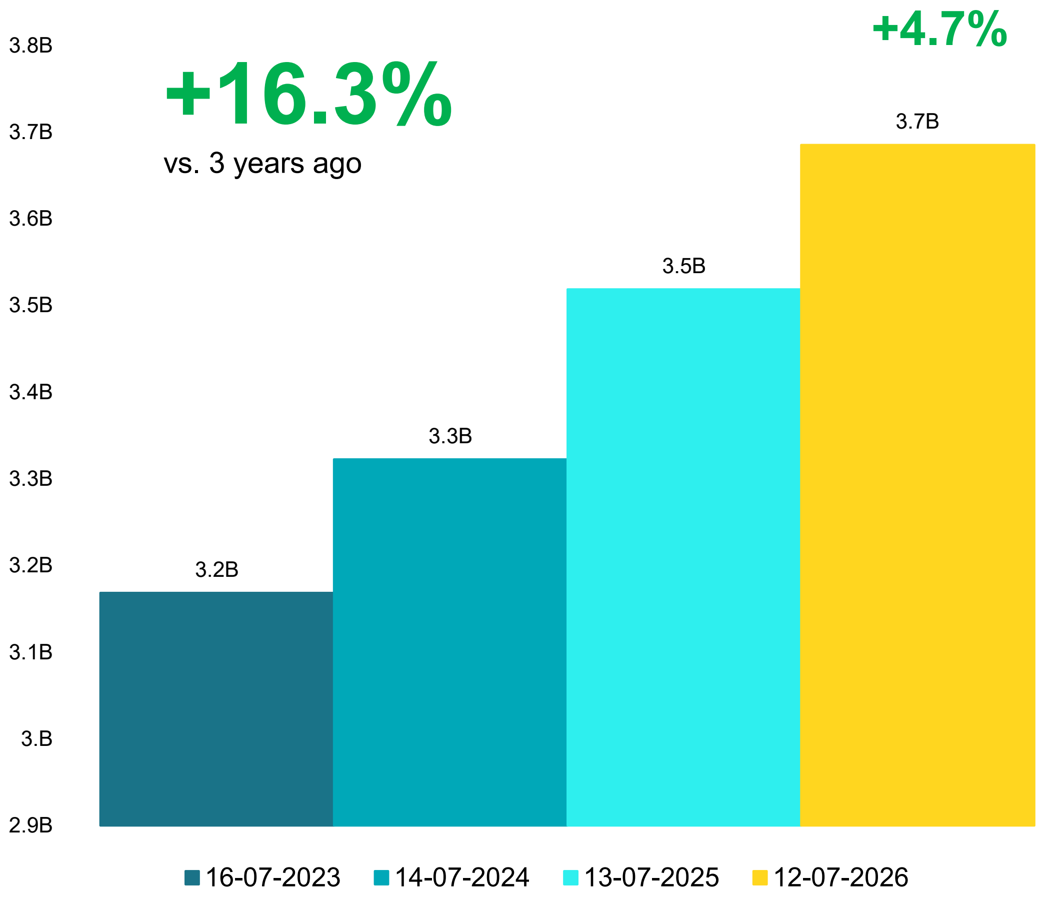
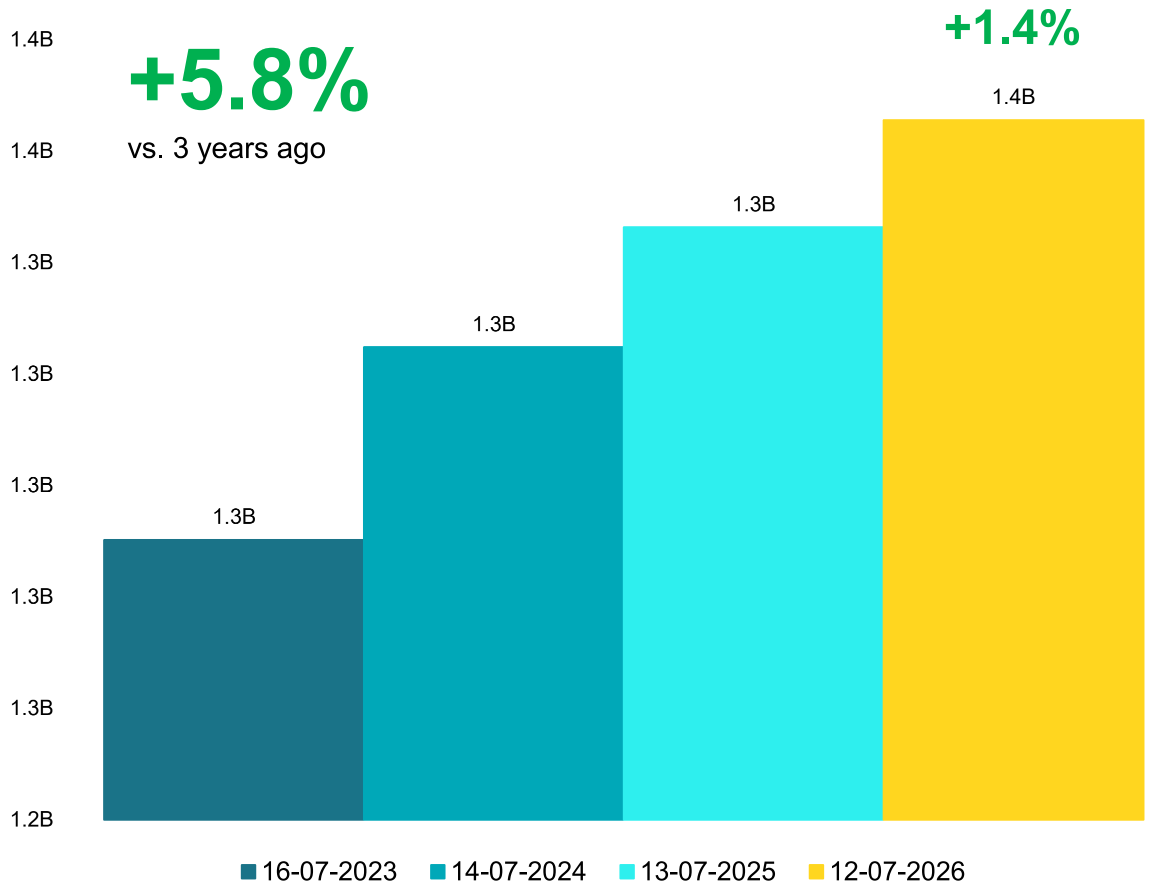
What this means for the market and how are shoppers adapting?

Market growth is being driven by higher spend, while shopper demand remains relatively subdued

Total Market Value Spend - 12 W/E

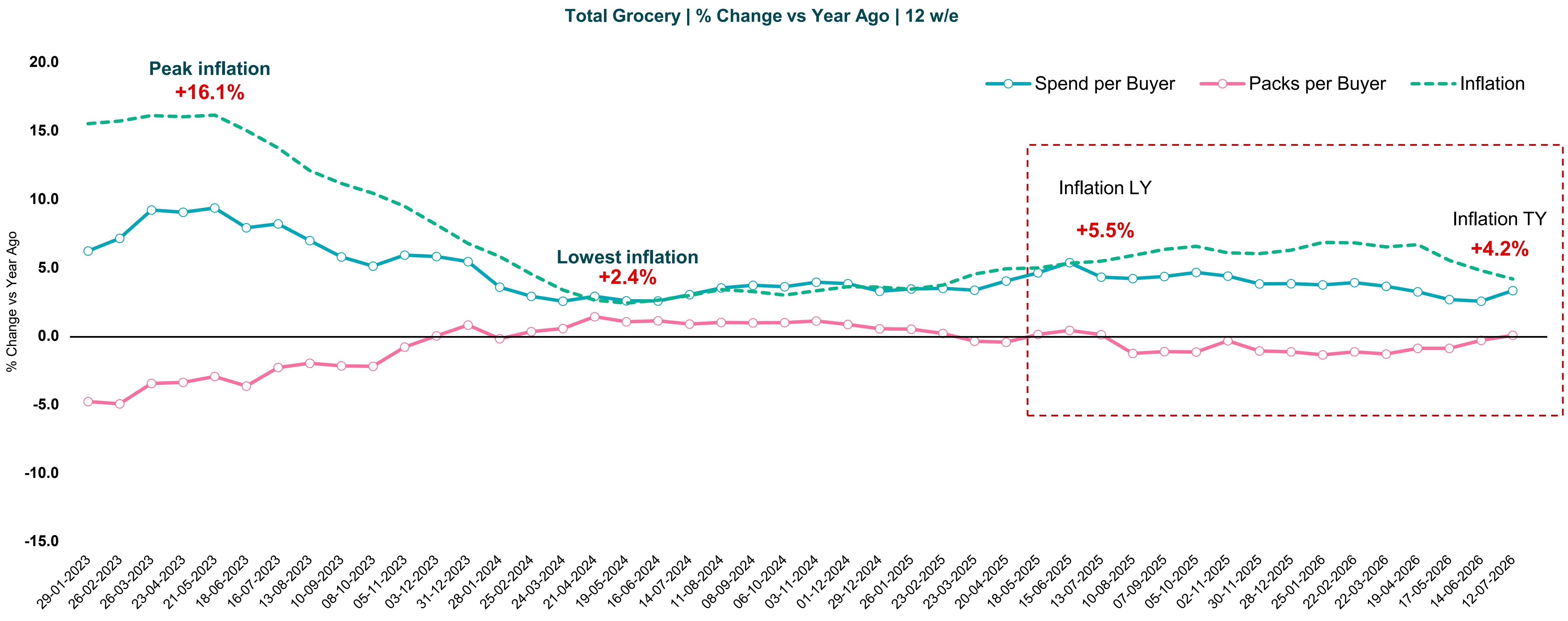


Total Market Pack Spend - 12 W/E



Rising costs continue to reshape how Irish shoppers behave

Inflation has eased, but shoppers remain disciplined in their purchasing behaviour



Shoppers continue to control basket sizes, spreading spend across more shopping trips

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	Average Frequency	Spend Per Trip	Packs Per Trip
	68.8	€27.70	10.23
YoY Change	+2.3%	+€0.26	-0.23

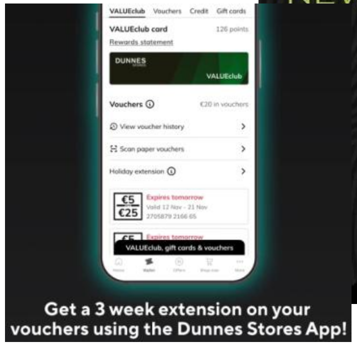
As shoppers spread spend across more visits, trip acquisition becomes increasingly important

Loyalty schemes have become a key battleground for delivering visible value

More from Real Rewards

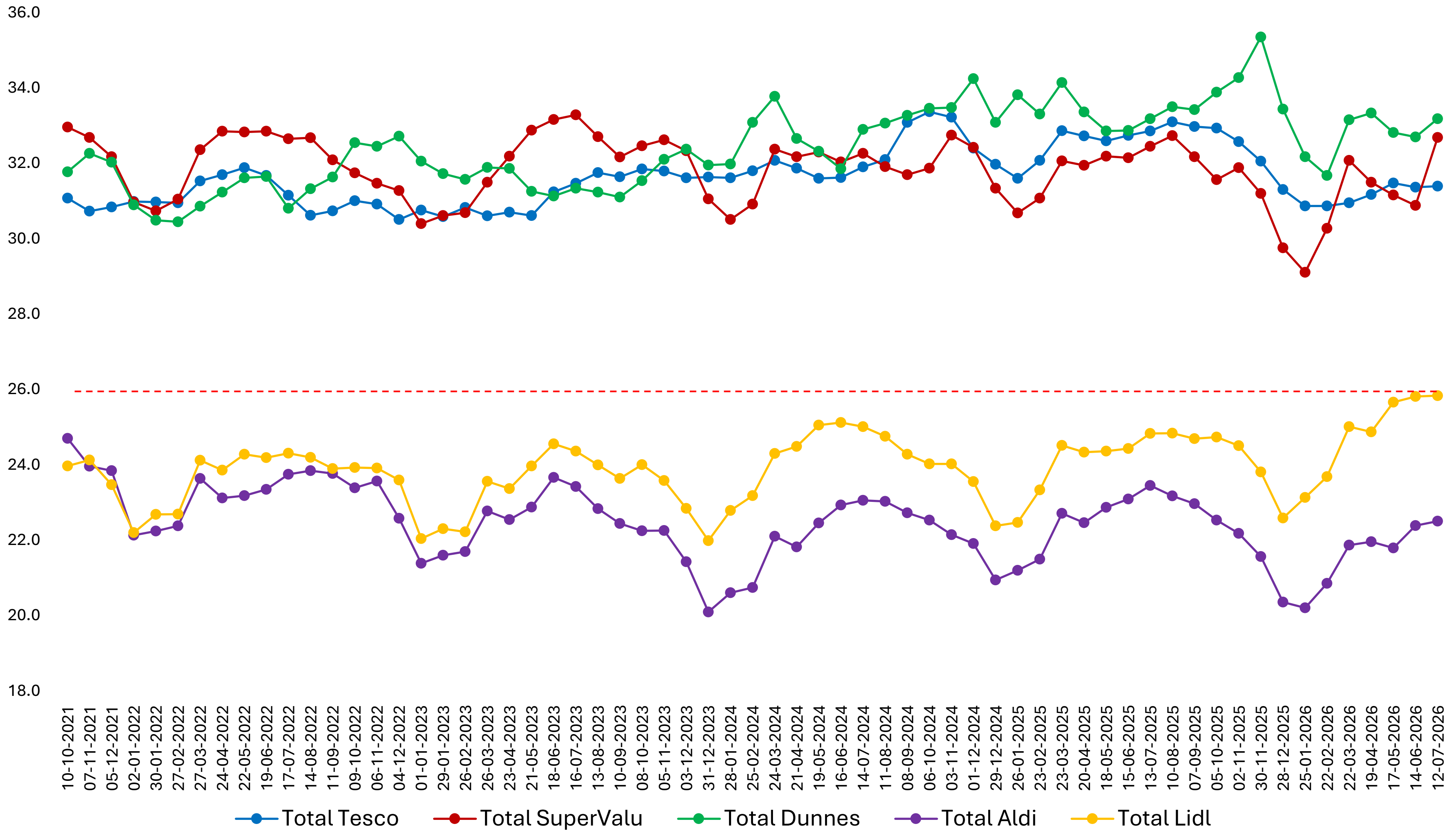
Exclusive prices. Instant savings. Every visit. Real Rewards gives you access to exclusive member-only prices across the store, vouchers, coupons, competitions and rewards designed to help you get more value from every shop, plus benefits from trusted partners.

- Clubcard prices
- Collect points
- Get vouchers
- Enjoy rewards



How shopper loyalty changed over time?

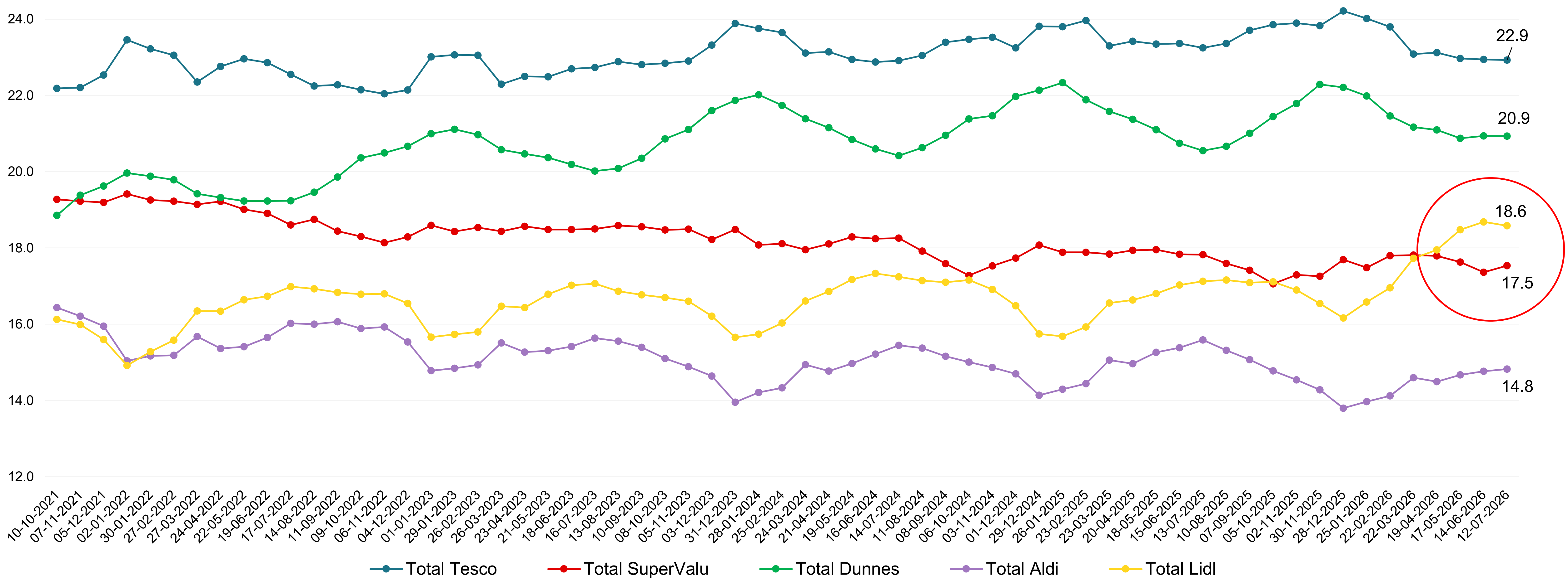
Lidl reaches its peak in the last 5 years in consumer pack loyalty, with Dunnes seeing a steady increase



Measure: **Retailer – Pack Loyalty** | Product: **RST Total Grocery** | Periodicity: **Current** | Duration: **12 Weeks**

Lidl continues to grow pack share, reaching its highest position in the Irish grocery market in recent years

Total Grocery Retailer Pack Share Trended | 12w/e



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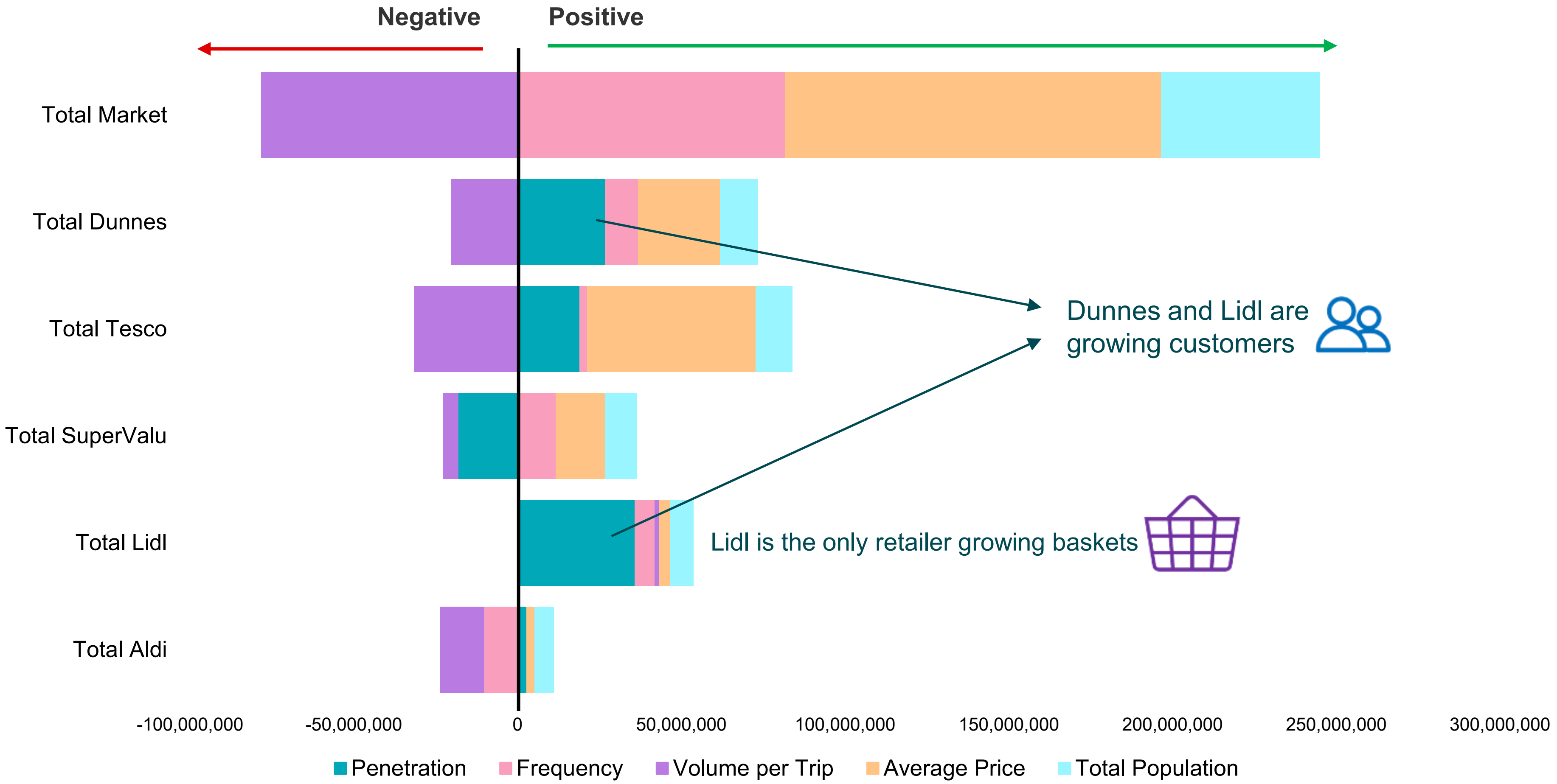
Measure: **Retailer - Packs Share of Market** | Product: **RST Total Grocery** | Periodicity: **Current** | Duration: **12 Weeks**

Growth continues to come from higher prices and more shopping trips, while shoppers keep an eye on basket size

Total Grocery Retailer KPI Comparison | 12w/e



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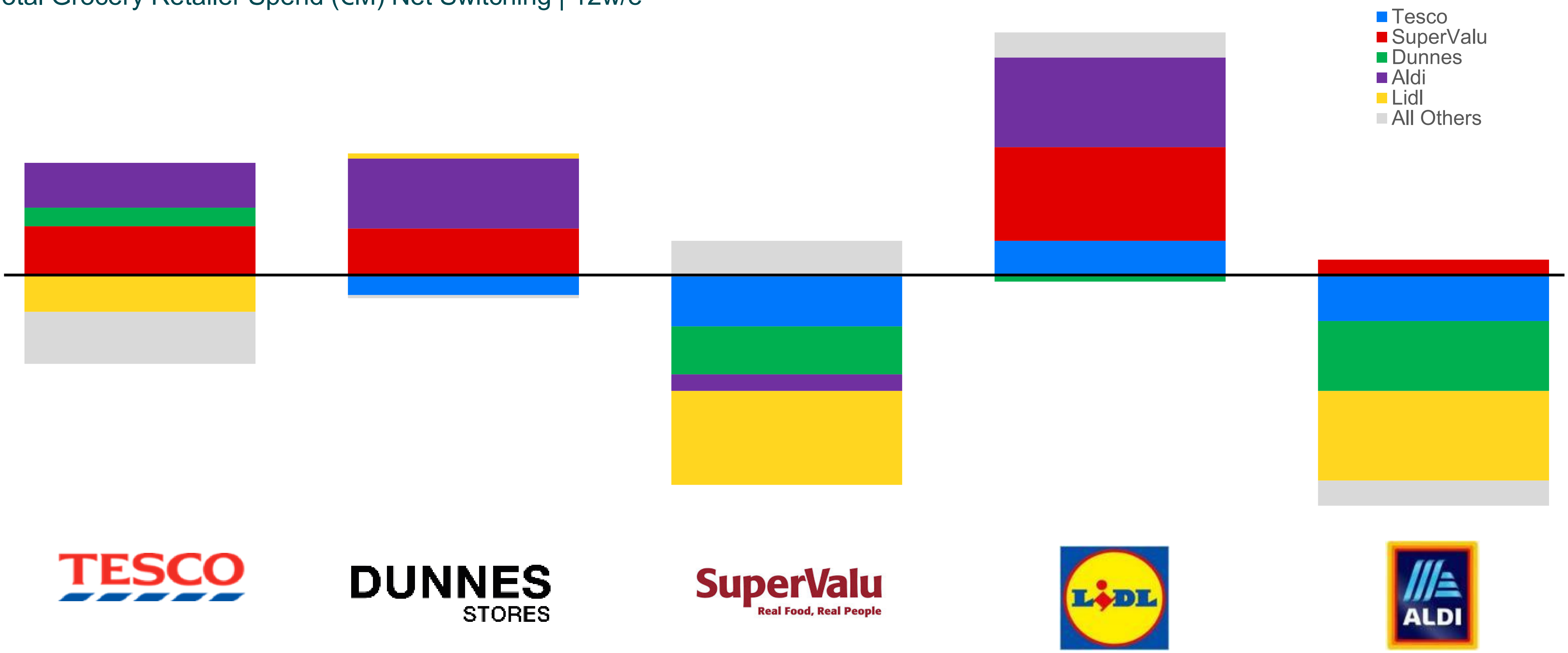
Duration: **12 Weeks** | Product: **RST Total Grocery** | Period End Date: **12-07-2026** | Base Measure Type: **Packs** | Periodicity: **Attribution**

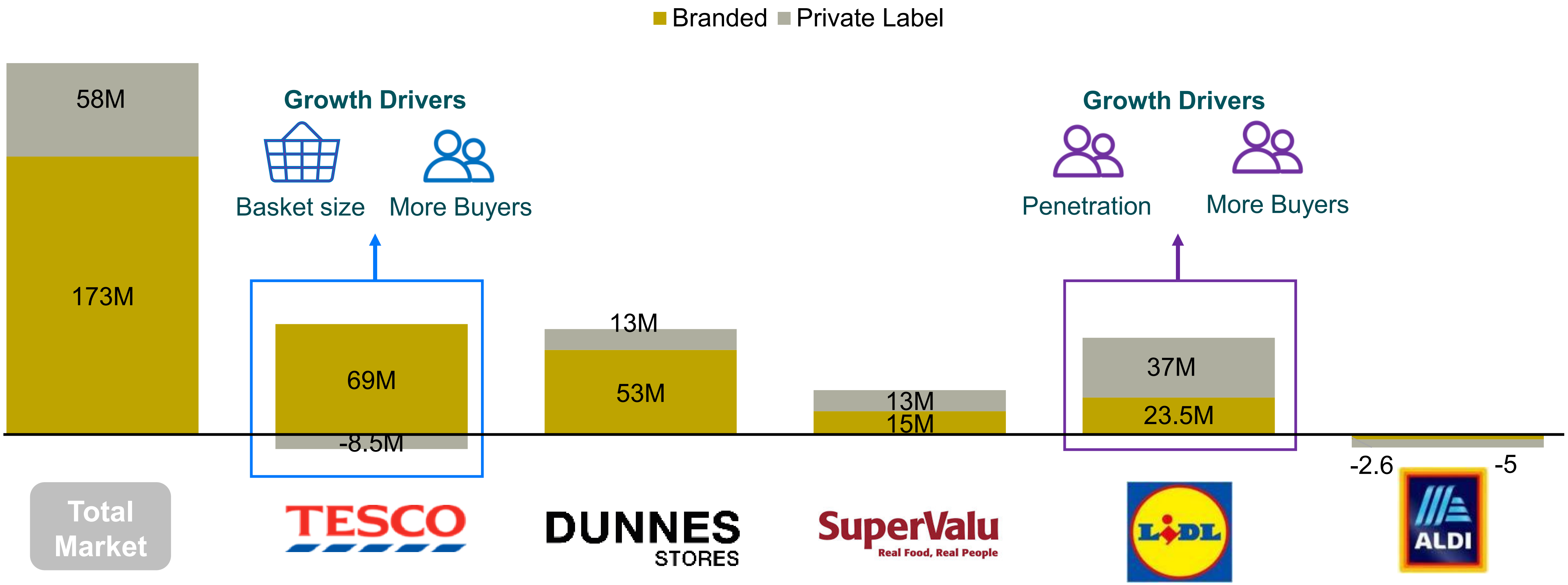
As shoppers spread spend across more retailers, Lidl continues to attract the greatest share of net switching

Total Grocery Retailer Spend (€M) Net Switching | 12w/e



Shoppers continue to seek value without compromising on quality, supporting growth in both brands and private label

Total Grocery Retailer B/PL Spend (Change vs YA) | 12w/e



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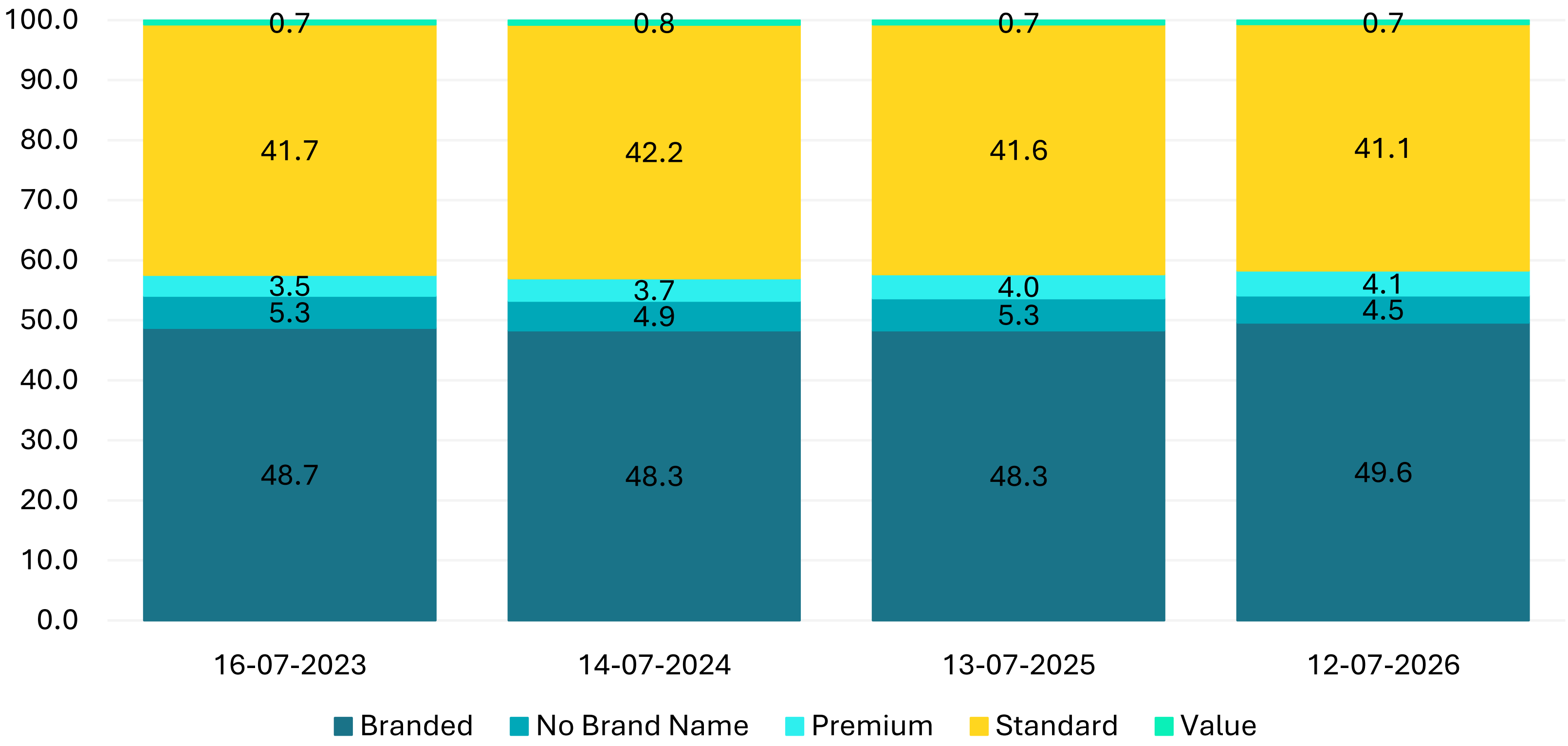
Duration: **12 Weeks** | Period End Date: **12-07-2026** | Measure: **Spend** | Periodicity: **Change vs Year Ago**

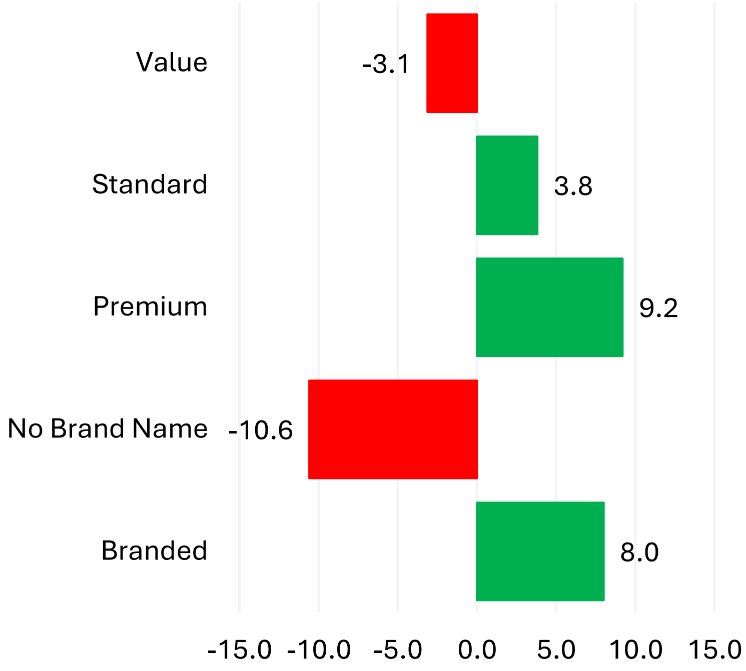
Shoppers are not simply trading down, with Premium Private Label emerging as the strongest performing tier and only to gain in each of the last 4 years

B/PL Tier % Value Share of Total Grocery

Highest Premium PL share is in Fresh Produce



Spend % Change vs Year Ago



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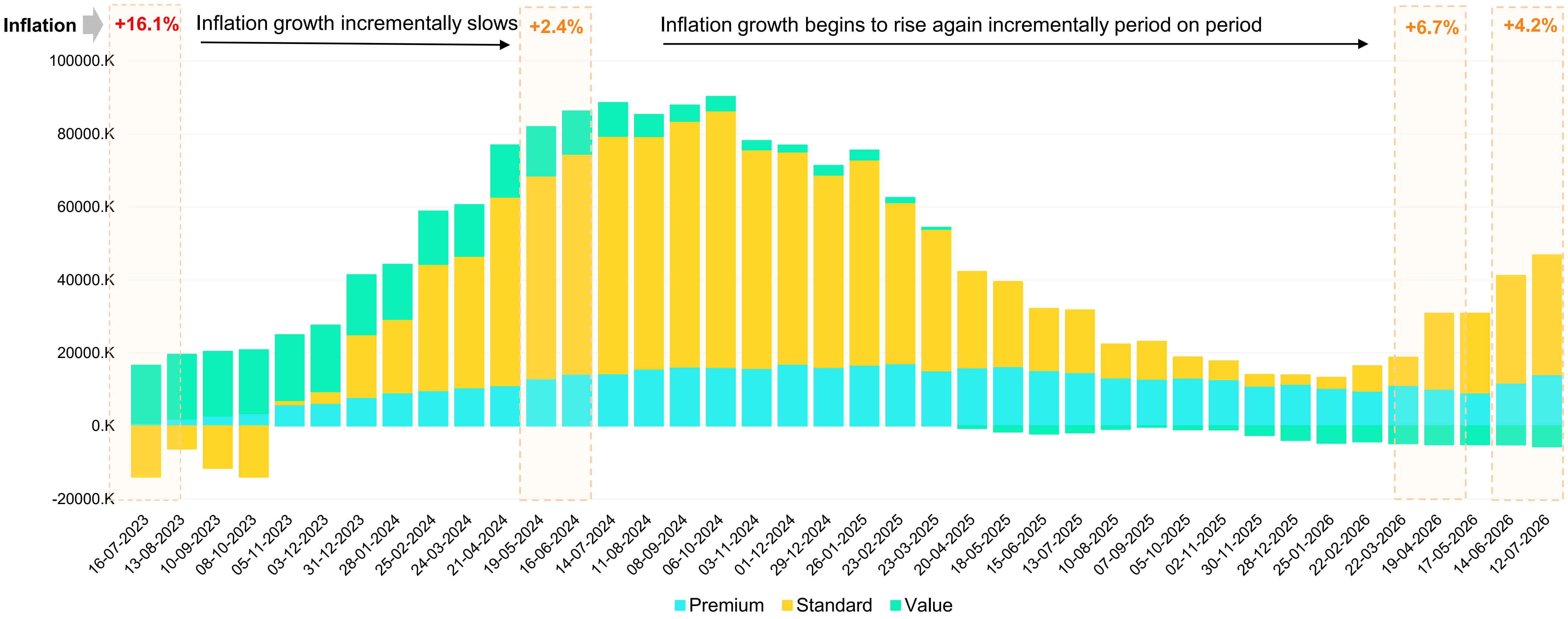
Duration: **52 Weeks** | Measure: **Product - Spend Share of Market** | Retailer: **Total Market**

As shoppers seek quality at the right price, Premium Private Label continues to deliver consistent growth through all market conditions



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Duration: **52 Weeks** | Periodicity: **Change vs Year Ago** | Measure: **Packs** | Retailer: **Total Market**

What were the takeouts from today?

Cost pressures remain

Cost pressure may be easing, but consumers remain cautious and deliberate in how they shop

Growth depends on understanding where shoppers are willing to spend and where they continue to look for savings

Visible value wins

Winning retailers are making value visible, relevant and easy to access

Loyalty schemes, stronger shopper retention and larger baskets are helping retailers capture spend in a competitive market

Quality still matters

Shoppers aren't simply trading down, continuing to balance value with quality

Brands remain important, while Premium PL continues to grow as shoppers seek quality at the right price.


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Thank you