



### December 2014

#### Grocery Retailing - Ireland

“The popularity of own-branded products and discounters is unlikely to wane in the foreseeable future. Indeed going forward Mintel expects the market share of own-label and discounters to continue to grow with many consumers finding own-label goods to be of equal quality to more expensive branded goods”

– David Falls ...

#### Clothing Retailing - Ireland

“Value for money is still the key factor driving consumers when buying clothing in 2014, to the benefit of retailers who offer lower-cost clothing. Moving forward, making improvements to the overall shopping experience, such as better fitting rooms, might help to attract more consumers towards higher-end retailers.”

- Brian O'Connor ...