The Irish Potato Market
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Kantar Market Overview
1) Changing Consumer Trends
2) Total Grocery Market Headlines
3) Importance of Potatoes
4) Focus on Irish Potato Market

Changing Consumer Trends
1) Consumers are moving towards favouring using vouchers on their shopping trips – helping Dunnes see strong total market growth

Changing Consumer Trends
2) Plastic Waste is a growing concern globally, now the second largest

Changing Consumer Trends
3) Concerns around Sustainability and Ethical Consumption are also on the rise, Irish products also becoming more important

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Changing Consumer Trends
4) Health is a growing concern for our panel members. The below are certain claims made by panellists:

- 69.5% say they try to restrict the amount of sugary food they consume.
- 73.4% agree that diet is important to them.
- 80.1% try to lead a healthy lifestyle.
- 61.2% say nutritional information has an impact on their food choices.
- 72.2% are aware of if food is good for them.

Changing Consumer Trends
5) A trend in Produce that have we seen is the emergence of Frozen. New brands starting to play in this area and in percentage terms both frozen areas have grown ahead of fresh.

- Frozen Fruit: +€6m (+84.4%)
- Frozen Veg (excl. Potatoes): +€2m (+5.4%)
- Fresh Fruit: +€132m (+20.0%)
- Fresh Veg (excl. Potatoes): -€6m (-1.1%)

Changing Consumer Trends
6) The next trend we have seen is the emergence of pre-prepared Produce and salad within the Irish market. People wanting more convenient options when they shop to save time rather than money.

- Chilled Prepared Salad: +€4m (+11.4%)
- Chilled Prepared Fruit and Veg: +€9m (+10.9%)

Looking Forward
Convenience
The produce market is moving towards convenience options within Fruit and Vegetables. Can you take advantage of this with more convenience offerings for consumers.

- There is a slight decline in penetration for both fruit and vegetables. People are buying less options now compared to previously. Can you promote a varied diet within produce, tagging onto the emergence of health.

- Variety
Retailers are starting to move towards no plastic in stores, something to be aware of. UK retailers such as M&S have already taken action, something to prepare for and take advantage of.

Total Grocery Market Headlines
The Irish Grocery Market continues to grow in the most recent 12 weeks up by +1.5%.

1) Dunnes: +1.7% +2.4% +2.8% +3.0%
2) Tesco: +1.8% +0.3% +0.1% +0.2%
3) Supervalu: +1.4% +1.4% +1.4% +1.4%
4) Aldi: +6.3% +6.3% +6.3% +6.3%
5) Lidl: +5.3% +5.3% +5.3% +5.3%

Retailer 12 w/e Headlines
Dunnes grows to 23.6% share of the Irish market in the latest 12 weeks. Tesco moves to have the 2nd highest share of the market during the Christmas period.

- The retailers performing best with younger shoppers are Tesco and Aldi. Surprisingly Lidl is most likely to attract the affluent ABC1 shoppers compared to all the other retailers.
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Key Takeout’s

Discounters

Discounters are growing across the total market and through Fresh & Chilled. However, Dunnes are bucking this trend through their vouchering scheme.

Trip Size

Trends are changing, with lower inflation compared to last year, shoppers are now making fewer but larger trips. Winning this bigger basket is key to retailer growth moving forward.

Split Demographics

There are three main retailers driving younger shoppers into the market – Tesco, Aldi and Lidl. These are the key targets if you want to attract a younger audience.

Importance of Potatoes

% of households buying (penetration)...

1) Dunnes 100%
2) Tesco 99%
3) Supervalu 100%
4) Aldi 99%
5) Lidl 98%
6) #8
7) #7
8) #6
9) #5

From a shopper perspective, Potatoes are the 6th most important category in store.

212K Tonnes of potatoes sold in 2019

Potatoes are bought once every 1 second in Irish Retailers

1.7 million households purchasing annually

Focus on Irish Potato Market

12% of all shopping trips feature potatoes. These trips contribute 26% of all sales. When potatoes are included in the basket, these grocery trips are worth €26.10 more than the average, highlighting the importance of the potato category to retailers.

Total Potatoes

The potato market has grown by +12.3% this year in value terms, mostly due to average price increases. However, there have also been strong gains in frequency of purchase.
Shoppers are making picking up potatoes more often than ever before in the last 10 years – including them on 40 shopping trips a year.

Roosters are continuing their dominance in the potato market! The areas losing share have been Kerrs Pink and Queens.

Across smaller bags have increased their market share with under 2.5kg bags now accounting for 41% of volume sales.
Summary

Thank you

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