



The Guide to...Food Consumption (March 2010)

- 61% of Irish adults agree they like to try new food products, up from 57% in 2008. Over the same period the proportion who are very interested in reading about food and drink climbed from 11% to 17%.
- The most popular day for regular grocery shopping is Friday, with 28% of main shoppers active then, followed by Saturday and Thursday. 70% always or very often take their own shopping bag, compared to 28% in Northern Ireland.
- 31% of main shoppers travel less than a mile to do their regular shop but 14% travel at least ten miles. 87% travel by car for their regular shopping, compared to 80% in Northern Ireland.
- The most popular types of shop are high street or town centre supermarkets, used regularly by 58% of main shoppers, and out-of-town supermarkets (35%). 27% of main shoppers regularly use a butcher and a fifth regularly use an independent grocer.
- In Ireland the average main shopper spends €133 a week on groceries and household goods. Average spend on the main weekly shop is €108 - higher than the British average spend of £60.
- The most popular grocers are Tesco and Dunnes, used by 52% and 47% of main shoppers, followed by SuperValu (41%), Lidl (39%), Aldi (30%) and Centra (22%). From 2008 to 2009 the proportion of main shoppers using SuperValu for their regular shop climbed from 18% to 24%, the proportion using Lidl rose from 17% to 20%, and the proportion using Aldi climbed from 12% to 17%.
- Over the same period the proportion of main shoppers using SuperValu for their top-up shopping rose from 16% to 23%. The proportion using Lidl rose from 14% to 22% and the proportion using Aldi climbed from 10% to 16%.
- Use of loyalty cards has increased with the proportion of main shoppers using a Dunnes card climbing from 29% in 2008 to 47% in 2009. The proportion using a Tesco Clubcard climbed from 29% to 42%.
- 44% of main shoppers say the most important factor when choosing a grocer is value for money, followed by low price (29%), locality (28%), quality of products (24%) and parking (21%). The proportion who only go to shops with 'very helpful or polite' staff has fallen from 51% in 2008 to 47% in 2009.
- Latest data shows that 42% of main shoppers think it's worth paying more for organic food, the same figure as in 2007 - perhaps showing that health and quality remain front of mind even in the economic downturn. This compares to only 28% in Britain.
- The number of main shoppers regularly buying healthy option products has also stayed the same at 37%. The most often avoided food constituents are high fat, avoided by 31% of adults, high sugar (29%), high salt (27%) and high cholesterol (27%). A fifth of adults avoid artificial colours or flavours.

Source: Republic of Ireland TGI 2009. Base: Adults 15+