



General Merchandise Stores in Ireland

June 2026

Table of Contents

[General Merchandise Stores in Ireland - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Growth in a Complex Environment

Department Store Players Introduce Experiential Retail to Counter Digital Competition

Chart 2 - Choice Stores Opens in Tullamore

Normal Captures Value-Driven Shoppers with Affordable Essentials and Viral Marketing

Chart 3 - Normal Opens First Store in Dublin'S Ilac Centre

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers Look to Omnichannel Platforms to Boost Loyalty and Margins

Department Store Players Enhance In-Store Experiences to Retain Footfall Amid Rising Competition

Variety Store Retailers Expand Private Label Ranges to Meet Value-Driven Demand

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for General Merchandise Stores

Dunnes Stores and Eurogiant Invest in Modernisation to Reinforce Strength

Poundland'S Dealz Brand Drives Growth by Targeting Value-Focused Shoppers

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for General Merchandise Stores

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for General Merchandise Stores

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Ireland - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Deliveroo Shopping Expands Quick Commerce and Reshapes Consumer Expectations

Chart 18 - Delivery Shopping Arrives in Ireland

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Discount Retailers Respond to Value-Driven Shoppers with Affordable Quality

Omnichannel Investments Reshape Shopping Habits and Brand Loyalty

Chart 21 - Analyst Insight for Retail

Ai and Analytics Drive Personalised Offers and Operational Gains

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Musgrave Strengthens Position as Discount Retailers Drive Pricing Pressure

Lidl and Currys Drive Innovation with Net Zero and Digital Concepts

Chart 24 - Lidl Opens Ireland's First Net-Zero Energy Supermarket in Maynooth

Chart 25 - Currys Ireland Adds Store Mode and Digital Shelf Labels to Streamline Shopping

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 28 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Easter

ECONOMIC CONTEXT

Chart 29 - Economic Context for Retail

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Retail

Chart 33 - Population 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/general-merchandise-stores-in-ireland/report.