

# Retail Monitor

Key retail, economic and  
consumer trends  
November 2021



# Introduction

## Arnold Dillon Retail Ireland Director

There has been a positive sales bounce over recent months. Pent up demand is translating in strong growth, although footfall is well down in some city centres locations. Consumer confidence remains strong, but other challenges are emerging. A tight labour market is here to stay, despite the phasing out of the PUP. Many EU workers are reluctant to return due to the high cost of living. Meanwhile, the latest CSO figures highlight ongoing inflationary pressures across the economy.



# Retail sales

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# Retail sales rise overall, while some sectors rebalance post-Covid

- When motor trade and bars are excluded, the volume of retail sales rose by 1.2% in September over the previous month and increased by 1.1% when compared to September 2020.
- The sectors with the highest annual sales volume increases were Department Stores (+17.8%), Fashion, Footwear and Textiles (+16.2%) and Books, Newspapers & Stationary (+10.3%). The largest volume decreases were in DIY & Hardware (-10.5%) and Supermarkets & Convenience Stores (-1.4%). Sales surged in these categories during Covid restrictions, hence the rebalancing.
- The proportion of retail sales transacted online (from Irish registered companies) was 4.9% in September 2021, similar to August 2021 (4.8%) and marginally ahead of September 2020 (4.5%).

# September retail sales by value

Category	YTD % change	Monthly % change	Annual % change
All sales (excluding motor and bars)	5.7%	1.8%	4.5%
Supermarkets and convenience stores	2.1%	0.7%	0.7%
Department stores	-1.1%	0.6%	15.1%
Specialised food and drink stores	5.1%	-0.2%	-0.1%
Fuel (including petrol and diesel)	29.5%	2.7%	19.8%
Pharmacies	6.6%	8.8%	7.8%
Fashion, footwear and textiles	2.7%	1.4%	13.2%
Furniture, lighting and homeware	9.9%	5.6%	0.1%
DIY and hardware	13.1%	2.4%	-6.6%
Computers, electrical and electronics	11.1%	4.3%	3.8%
Books, newspapers and stationary	-8.9%	1.0%	3.2%
Non food specialised stores	8.0%	3.0%	4.3%

# September retail sales by volume

Category	YTD % change	Monthly % change	Annual % change
All sales (excluding motor and bars)	5.7%	1.2%	1.1%
Supermarkets and convenience stores	2.0%	0.2%	-1.4%
Department stores	2.7%	0.8%	17.8%
Specialised food and drink stores	6.3%	-0.4%	-0.3%
Fuel (including petrol and diesel)	25.7%	0.8%	6.9%
Pharmacies	9.3%	7.8%	9.8%
Fashion, footwear and textiles	7.6%	1.2%	16.2%
Furniture, lighting and homeware	11.9%	1.9%	-2.5%
DIY and hardware	12.8%	2.1%	-10.5%
Computers, electrical and electronics	13.5%	5.1%	2.8%
Books, newspapers and stationary	-8.5%	6.5%	10.3%
Non food specialised stores	9.5%	1.5%	0.3%

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# September 2021 consumer price index: Factors contributing to annual change

- Supply chain pressures are adding to inflationary pressures. Transport increased primarily due to higher prices for petrol (+14.5%), diesel (+15.5%), an increase in air fares.
- Notable annual price increases were seen in Major Household Appliances (+10.0%) and Hygiene Products (+4.6), while decreases were seen in Clothing & Footwear (-3.0%) Cosmetic and Skincare Products (-8.7%) and Jewellery, Clocks and Watches (-10.1%).
- Restaurants and hotel prices increased (+2.7%) primarily due to higher prices for alcoholic drinks and food consumed in licensed premises, restaurants, cafes etc.



# September CPI category breakdown

Category	Monthly % change	Annual % change	Category	Monthly % change	Annual change
Food and non-alcoholic beverages	-0.3%	0.4%	Books	-0.3%	0.1%
Restaurants and hotels	-0.6%	2.7%	Stationary	1.7%	2.0%
Clothing and footwear	2.9%	-3.0%	Hairdressing	0.6%	2.5%
Petrol	1.1%	14.5%	Jewellery, clocks and watches	5.5%	-10.1%
Diesel	1.2%	15.5%	Home entertainment systems	-1.6%	2.9%
Furniture and furnishings	2.5%	3.3%	Tools and equipment for house/garden	0.0%	1.1%
Major household appliances	0.9%	10.0%	Cigarettes	0.2%	6.7%
Pharmaceutical products	-2.2%	-2.1%	Prescribed drugs	0.0%	-4.5%
Cosmetic and skincare products	1.1%	-8.7%	Hygiene products	3.3%	4.6%
Annual consumer price change	3.7%		Annual goods price change	3.0%	

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The KBC Ireland Bank consumer sentiment held steady at 86.8 in October compared to 86.4 in September, suggesting confidence largely unchanged over past six months. The survey found that Irish consumers see continuing economic improvement but are concerned about household finances.

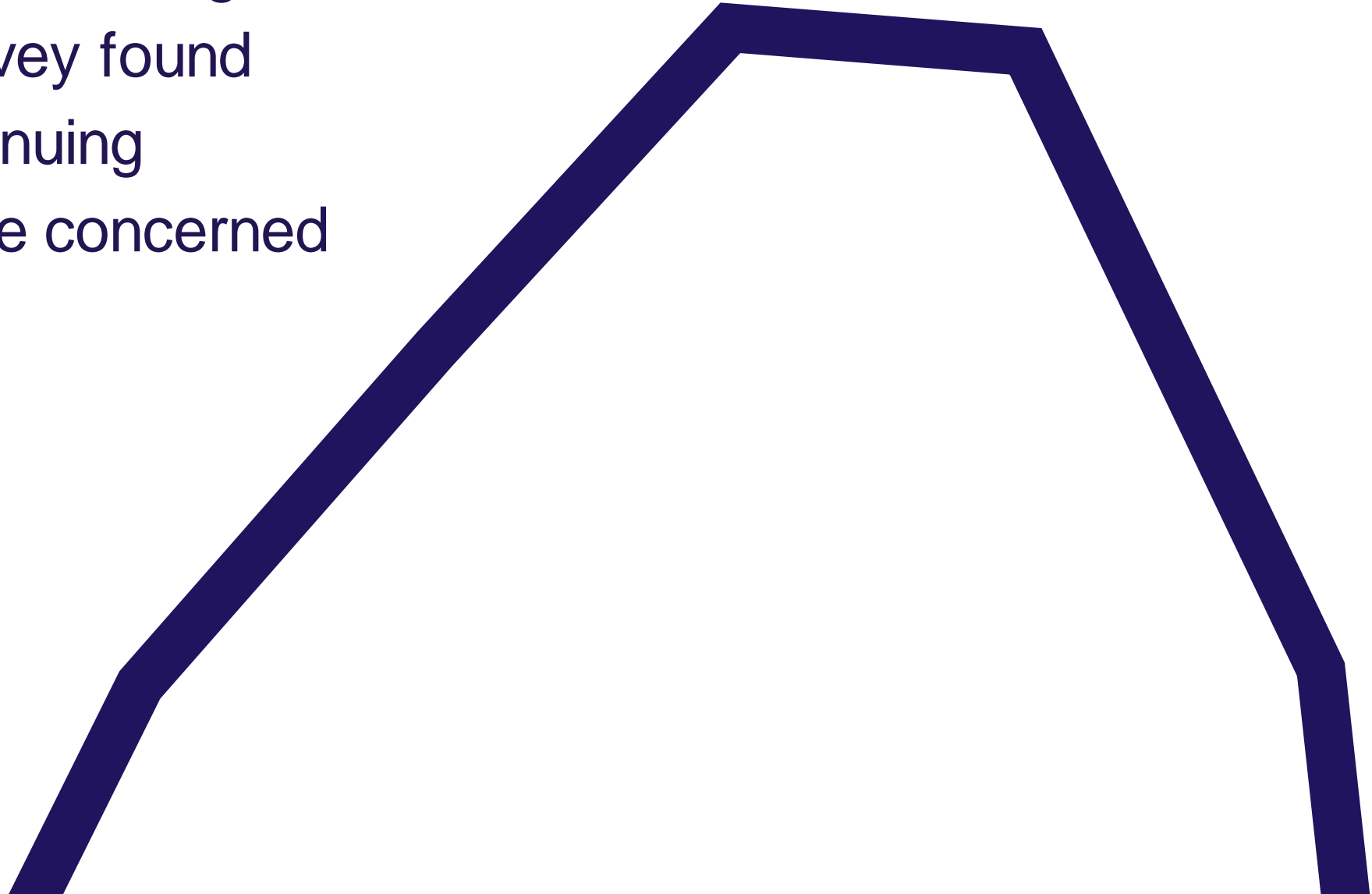
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# Card spending falls in September

Total card spending fell 3% (€210 million), in September 2021 compared to the previous month. However, online card spending increased for the third consecutive month, increasing by 5% (€136 million) month-on-month and accounted for 46% of all point-of-Sale spending. Transactions on Irish cards outside of Ireland was 87% higher compared to September 2020.

# Online share jumps over past two years

- The September Revolut Report found that the biggest shift to online has been in the sportswear sector, where online shopping has gone from 17% of the total to 56% in a year.
- Bookstores, toy shops, clothing and electronics also saw significant jumps.
- Overall, online consumer spending has gone from being less than a quarter pre-Covid to more than a third.

	% of spend online September 2021	% of spend online September 2019
Clothing	41%	23%
Sportswear	56%	17%
Toy Shops	37%	19%
Supermarkets	2%	1%
Hardware Stores	5%	4%
Garden Centres	13%	14%
Pharmacies	5%	2%
Bookstores	51%	35%
Department Stores	23%	15%

# Numbers on pandemic unemployment payment

No. of Persons

700000

600000

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# Contact us

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