

Retail Monitor

Key retail, economic and
consumer trends
January 2022

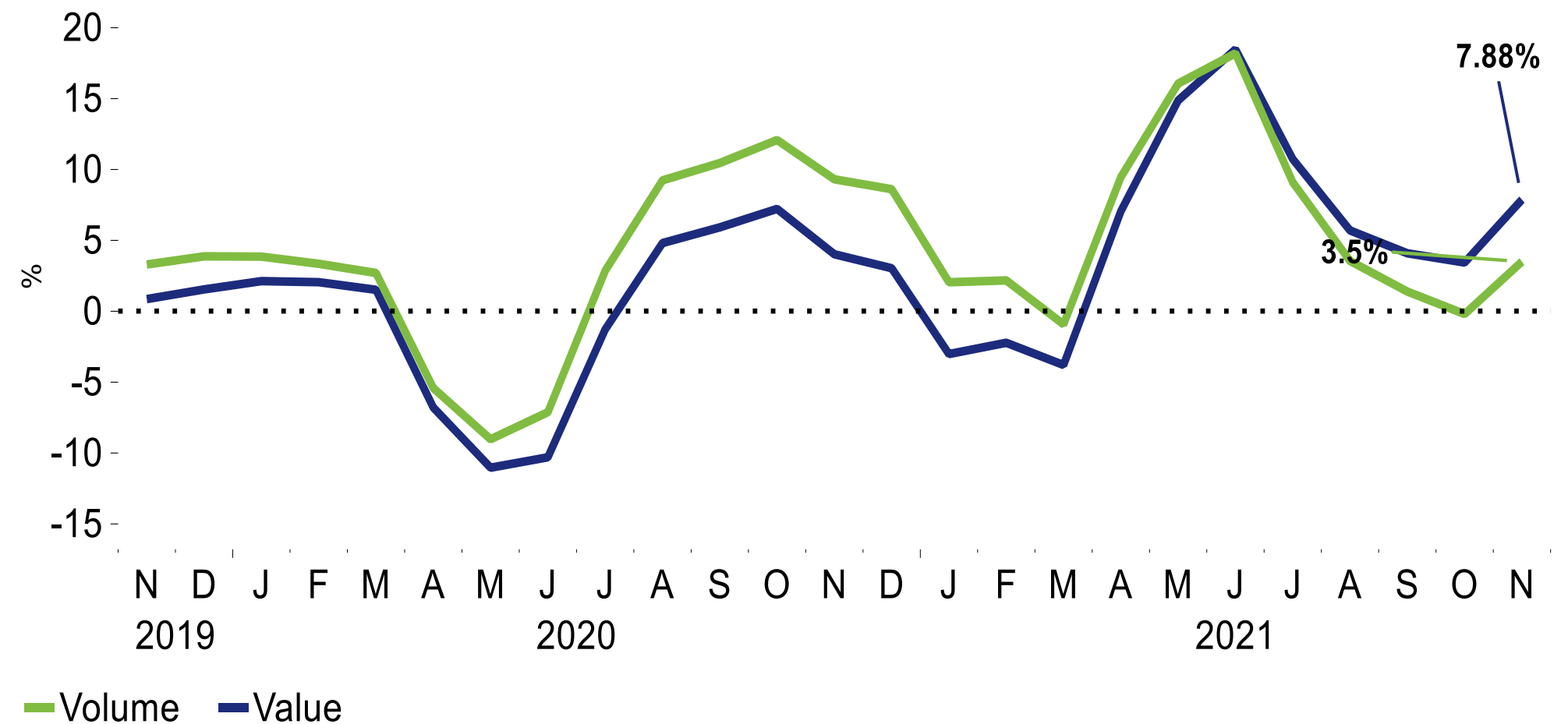


Retail sales grow in November

The volume of retail sales (ex bars & motor) increased by 3.5% when looking at the three-month moving average (September, October, November 2021) versus the same months last year, while the value of sales increased by 7.88% during the same time. Compared to November 2019 (two years earlier and pre-COVID-19), the volume of retail sales in November 2021 was 10.9% higher.

Retail sales-All businesses (ex motor trades and bars)

(y-on-y % change, 3mma)



November retail sales by value

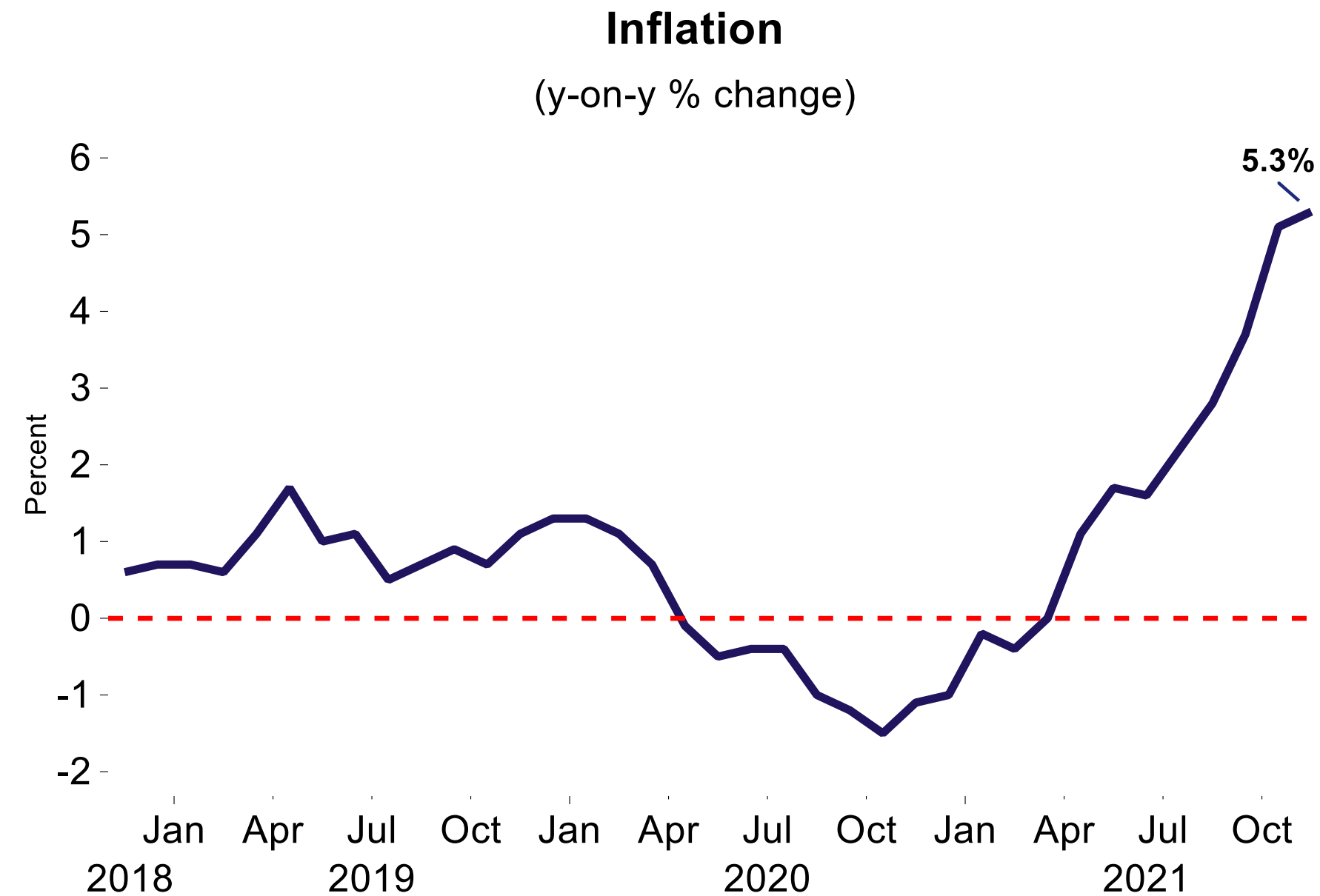
Category	YTD % change	Monthly % change	Annual % change
All sales (excluding motor and bars)	6.3%	3.1%	18.8%
Supermarkets and convenience stores	1.3%	0.4%	0.0%
Department stores	0.5%	-3.0%	40.2%
Specialised food and drink stores	4.1%	5.3%	1.3%
Fuel (including petrol and diesel)	17.0%	0.5%	34.0%
Pharmacies	6.2%	5.3%	11.2%
Fashion, footwear and textiles	15.7%	11.3%	205.1%
Furniture, lighting and homeware	12.4%	-6.4%	49.4%
DIY and hardware	8.7%	14.5%	0.2%
Computers, electrical and electronics	8.7%	1.5%	14.6%
Books, newspapers and stationary	-3.5%	-1.2%	13.3%
Non food specialised stores	9.6%	3.1%	34.4%

November retail sales by volume

Category	YTD % change	Monthly % change	Annual % change
All sales (excluding motor and bars)	5.4%	6.4%	14.2%
Supermarkets and convenience stores	0.7%	0.1%	-2.9%
Department stores	4.2%	-2.5%	39.8%
Specialised food and drink stores	4.9%	4.2%	0.6%
Fuel (including petrol and diesel)	8.3%	-0.8%	7.5%
Pharmacies	8.6%	3.0%	11.4%
Fashion, footwear and textiles	20.8%	14.1%	212.0%
Furniture, lighting and homeware	13.4%	-12.4%	44.6%
DIY and hardware	7.5%	16.3%	-3.7%
Computers, electrical and electronics	9.6%	1.4%	13.1%
Books, newspapers and stationary	-3.4%	-5.6%	9.4%
Non food specialised stores	9.5%	1.9%	25.2%

Inflation high but pace if increase slows down

Prices across the economy increased by 5.3% in November 2021 compared to last year, largely driven by increases in the cost of transport, electricity and gas bills. The annual rate of inflation rose from 5.1% in October to 5.3% in November, its highest rate in 20 years..



November 2021 consumer price index: energy prices still driving inflation

- The largest upward contribution to the CPI in the year was largely caused by increases in Transport (+2.07%), Housing, Water, Electricity, Gas & Other Fuels (+1.92%), Restaurants & Hotels (+0.61%) and Alcoholic Beverages & Tobacco (+0.23%).
- Alcoholic Beverages & Tobacco (+0.23%) rose mainly due to an increase in the cost of tobacco products and higher prices for wine sold in supermarkets and off licences.
- Other notable annual price increases in the retail sector were seen in Recording Media (+12.0%) Household Appliances (+6.0%) and Books (+2.9%); decreases were seen in Jewellery, Clocks & Watches (-14.8%) Cosmetics and Skincare products (-8.5%).
- Goods prices increased by 5% while services increased by 5.3%.

November CPI category breakdown

Category	Monthly % change	Annual % change	Category	Monthly % change	Annual change
Food and non-alcoholic beverages	0.1%	0.9%	Books	-1.1%	2.9%
Restaurants and hotels	-0.1%	3.9%	Stationary	0.2%	4.2%
Clothing and footwear	3.3%	1.8%	Hairdressing	0.3%	2.7%
Petrol	3.7%	26.0%	Jewellery, clocks and watches	-0.8%	-14.8%
Diesel	3.5%	29.2%	Home entertainment systems	-2.5%	2.7%
Furniture and furnishings	-1.1%	2.2%	Tools and equipment for house/garden	1.4%	1.6%
Major household appliances	0.0%	8.5%	Cigarettes	2.4%	7.5%
Pharmaceutical products	0.4%	-0.7%	Prescribed drugs	0.2%	0.4%
Cosmetic and skincare products	1.9%	-8.5%	Hygiene products	0.0%	4.7%
Annual consumer price change	5.3%		Annual goods price change	5.0%	

Consumer sentiment dips in December

The KBC Ireland Bank consumer sentiment declined to 74.9 in December compared to 83.1 in November, as the new Omicron Covid variant spread and high inflation continues. The survey also found employment concerns due to renewed restrictions may also be weighing more on consumer thinking.



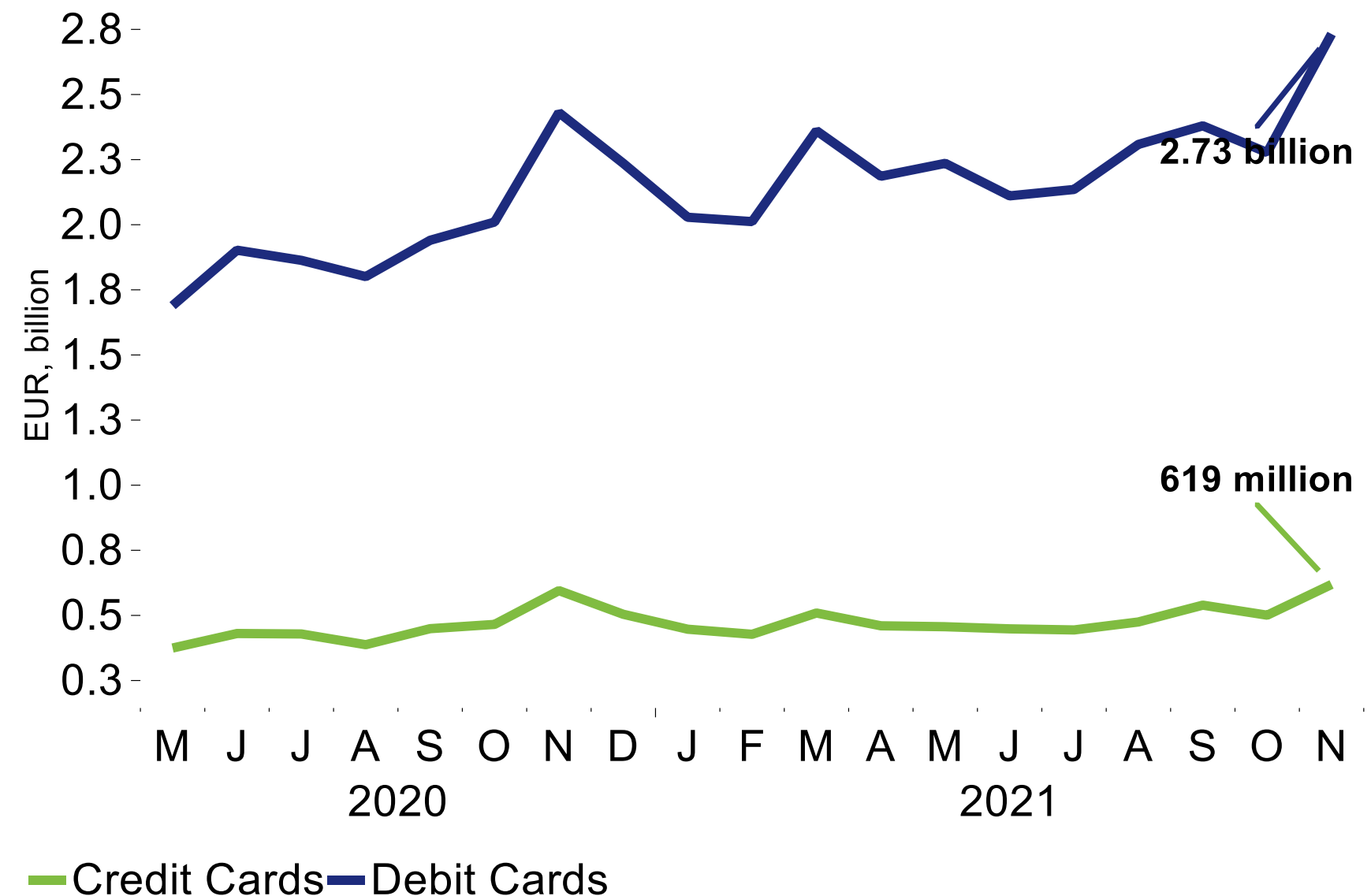
KBC-ESRI Consumer sentiment



Online spending rises in November

According to the latest data by the Central Bank of Ireland, e-commerce spending on debit cards increased to €2.73 billion in November 2021, while credit card spending reached €619 million. Card spending in retail increased 20% in November against October 2021. Total card expenditure outside of Ireland remained flat at €313 million in November, 10% below the 2021 series high in August.

Monthly E-commerce transactions on credit and debit cards



Spending on gifts soared in December

- The December Revolut Report found major consumer spending at bookstores (+35%), pharmacies (+32%) shoe shops (+29%) and toy shops (+26%) in the run up to Christmas.
- The report also found that 65% of spending in December was carried out physically with just 35% of it online, demonstrating many peoples' preference for spending and shopping in person.

	Monthly spending change	Change in spend year on year
Clothing stores	5%	-12%
Shoe shops	29%	-8%
Toy Shops	26%	3%
Supermarkets	9%	-3%
Hardware Stores	-2%	-43%
Discount stores	15%	-10%
Pharmacies	32%	10%
Bookstores	35%	-5%
Department Stores	27%	1%

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