



# 2024 Bord Bia Potato Conference

The Irish Potato Market

52 w/e Data 07<sup>th</sup> July 24

Dylan Tighe

21<sup>st</sup> November 2024

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# Agenda

- 1) Total Market Overview
- 2) Importance Of Potatoes
- 3) Potato Performance Review
- 4) The Growth of Younger Shoppers





A photograph of a crowd of people at a public event. In the background, a stone building with a decorative frieze and a plaque that reads "JACKSON BLVD" is visible. A large Irish flag (green, white, and orange) is being held up by a person in the crowd. A traffic light is visible on the left side of the frame. The scene is outdoors, and the people are dressed in casual clothing.

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# Total Market Review

# Total Grocery Market 52 w/e Headlines



The Irish Grocery Market continues to grow in the most recent 52 w/e up by +5.9%.and +1.1% in volume.

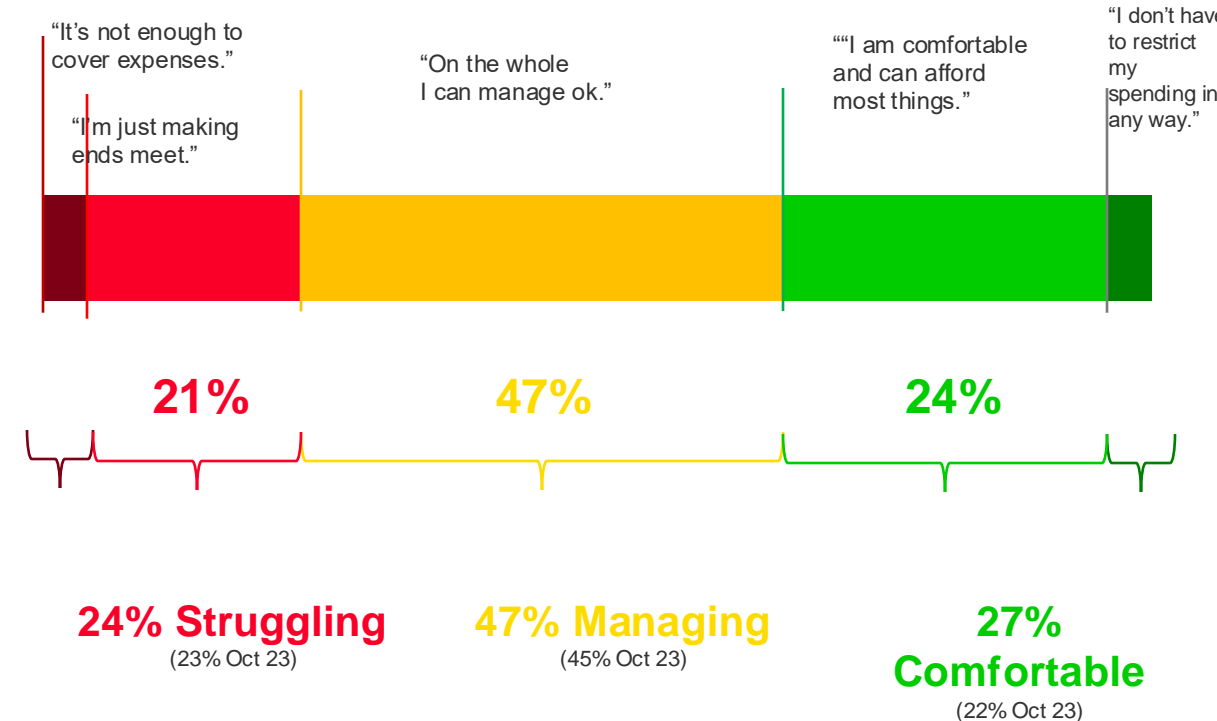
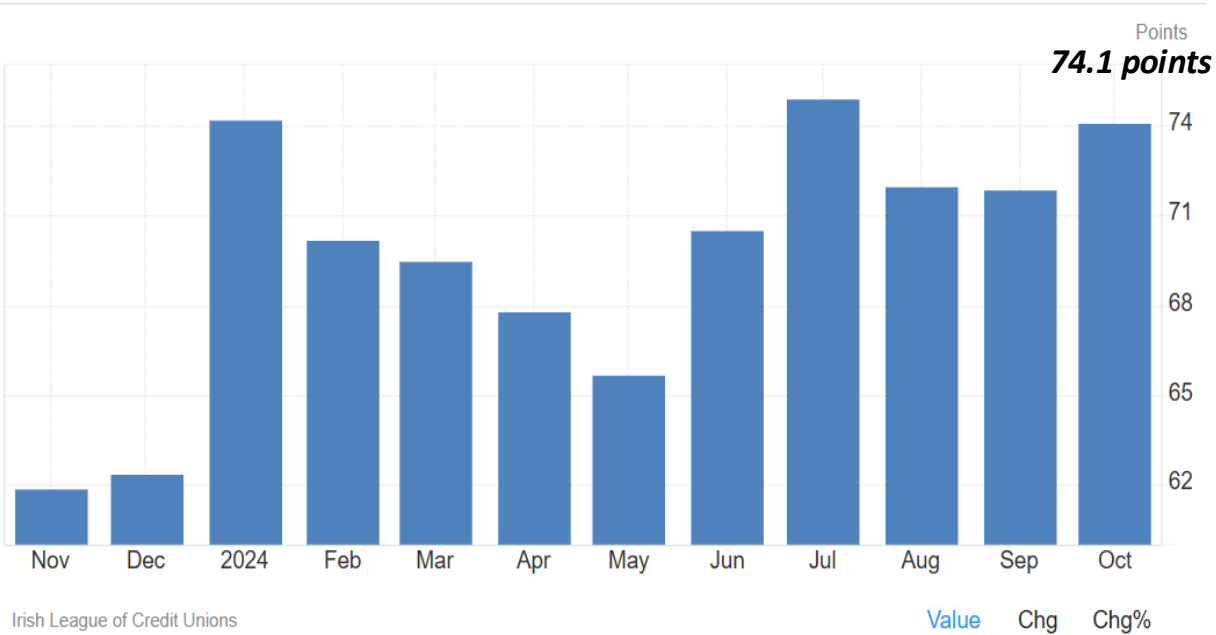


For a long time, Inflation has been the contributing factor of growth in the market but this period we see Market Growth surpass Inflation @ 2.6%.

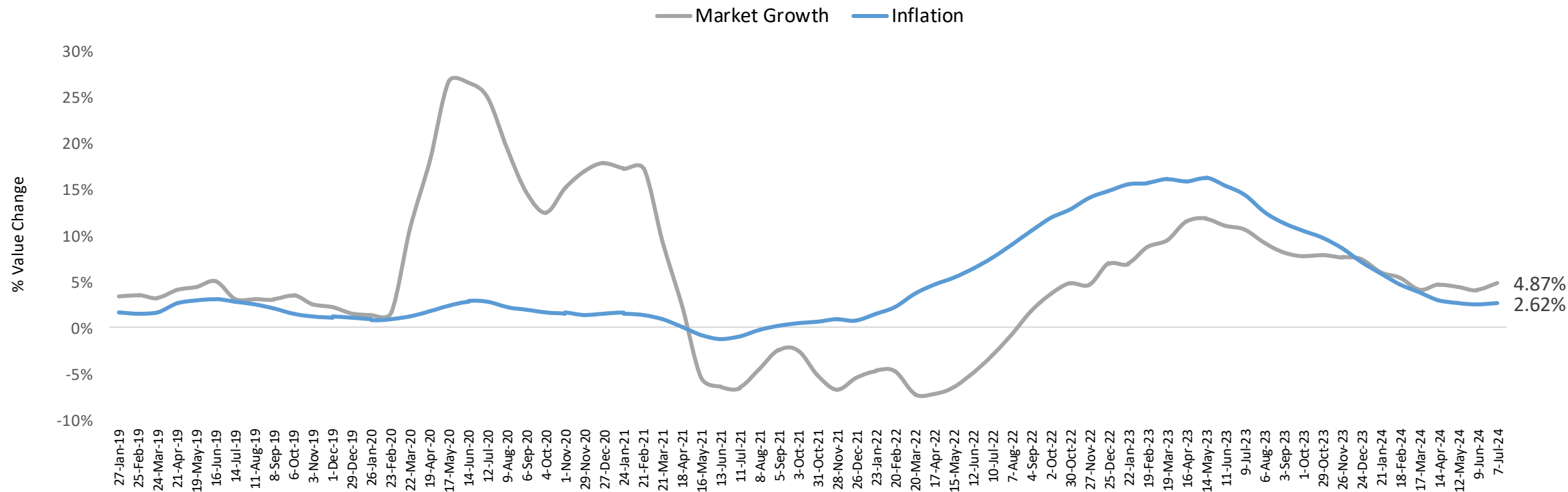


Although Inflation decreases volume growth of +1.1% is driven by frequency rather than volume per trip.

# Consumer confidence has risen after two flat periods in August and September.



# Consumer confidence and an increase in comfortable shoppers is in line with Inflation rates dropping since May 2023.



There is tight competition between Dunnes and Tesco for the shopper loyalty, with both retailers quite a way ahead in growth terms market share.

12 w/e Data 07 July 2024 vs PY

Unlike every other retailer, Aldi has no Loyalty Scheme and no online channel.



23.2%  
+7.2%

23.1%  
+7.5%

20.4%  
+3.2%

13.9%  
+4.9%

12.0%  
+0.6%

Online Availability



A wicker basket filled with several light-colored, slightly speckled potatoes sits on a dark, moist, and rich soil. In the background, two more potatoes are visible on the ground, and a dark, rectangular object, possibly a trowel or a marker, is partially visible. The scene is set outdoors, with some green leaves and twigs scattered around the soil.

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# Importance Of Potatoes



# Potatoes are yet again the Nations Favourite Vegetable

**€301 million**  
spent by Irish  
households on  
potatoes

**+€65 million** vs  
last year.

**41 Trips**  
to the store in a  
year to buy  
Potatoes

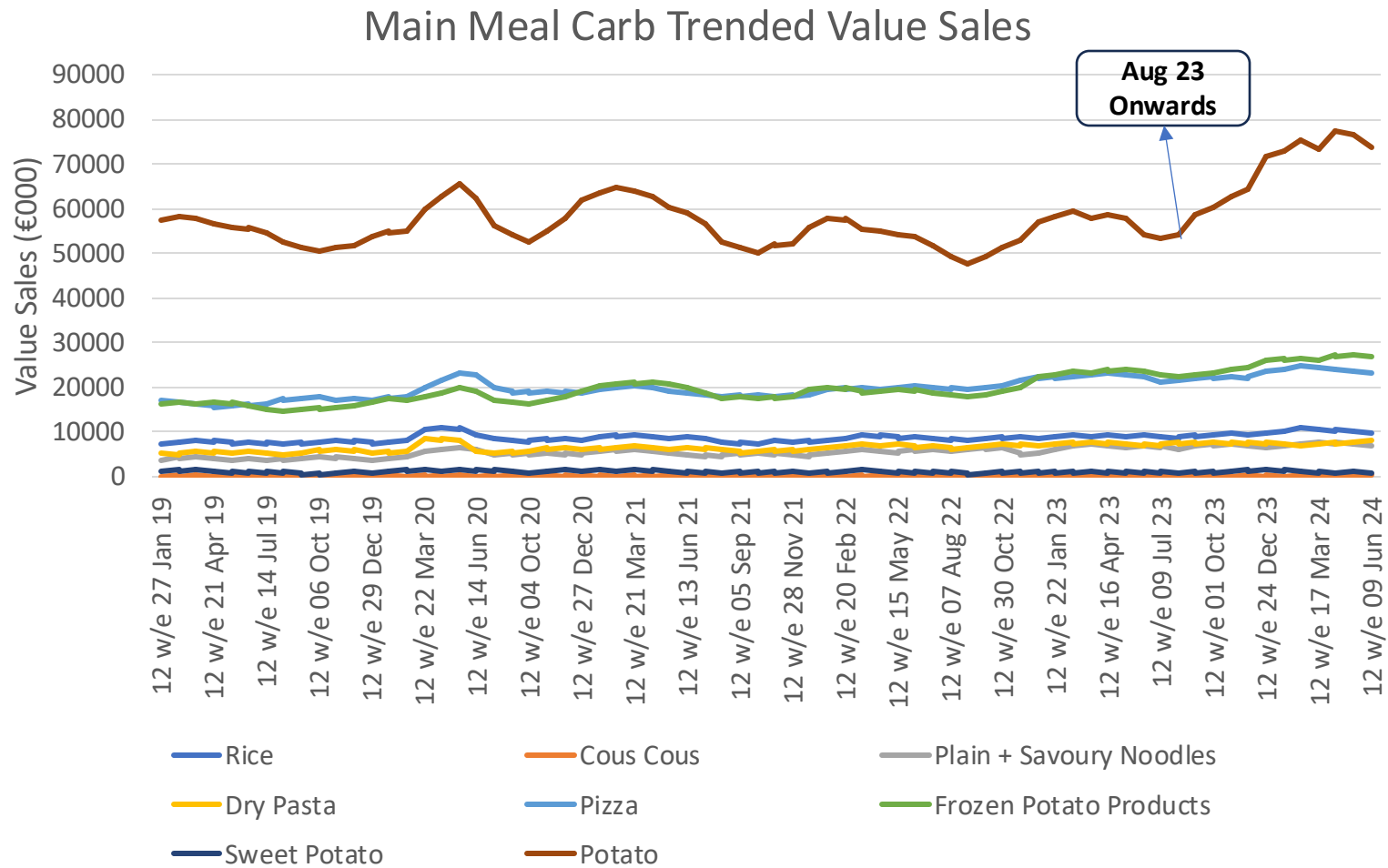
**219 thousand  
Tonnes**  
of potatoes sold  
in 2024

**97%**  
of households  
are buying  
potatoes

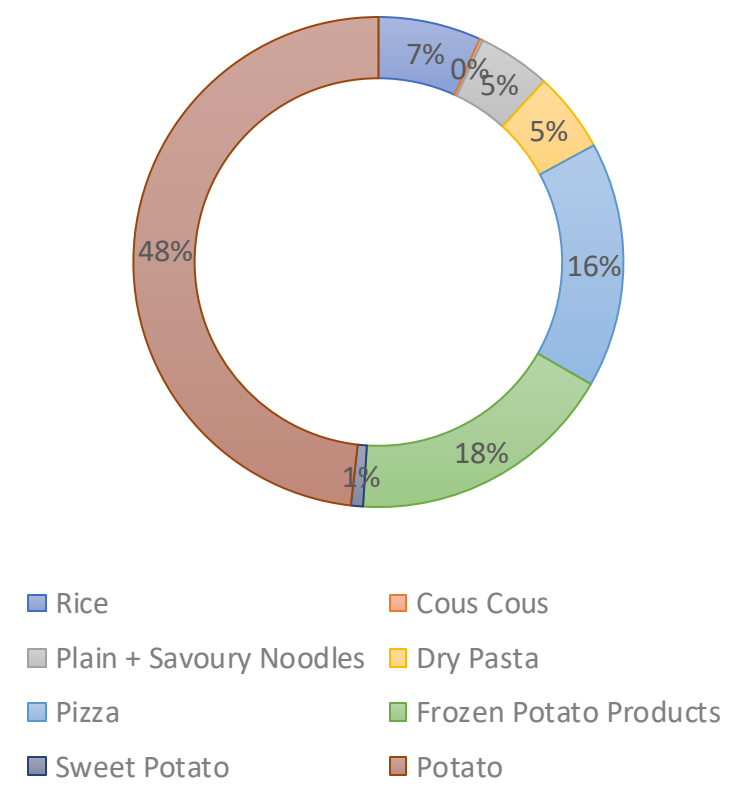
- |    |   |       |
|----|---|-------|
| #1 |    | 99.1% |
| #2 |    | 98.9% |
| #3 |    | 98.3% |
| #4 |    | 98.2% |
| #5 |    | 97.6% |
| #6 |    | 96.9% |
| #7 |   | 96.0% |
| #8 |  | 95.5% |

From a shopper perspective Potatoes are the 6<sup>th</sup> most important category in store.

Since the start of 2023 potatoes rise as the main carb for dinner is evident when you view it over 5 years. Potatoes continue to be #1 Main Meal Carbohydrate with sales rising since August 2023.



Total Main Meal Carbohydrates Value Share



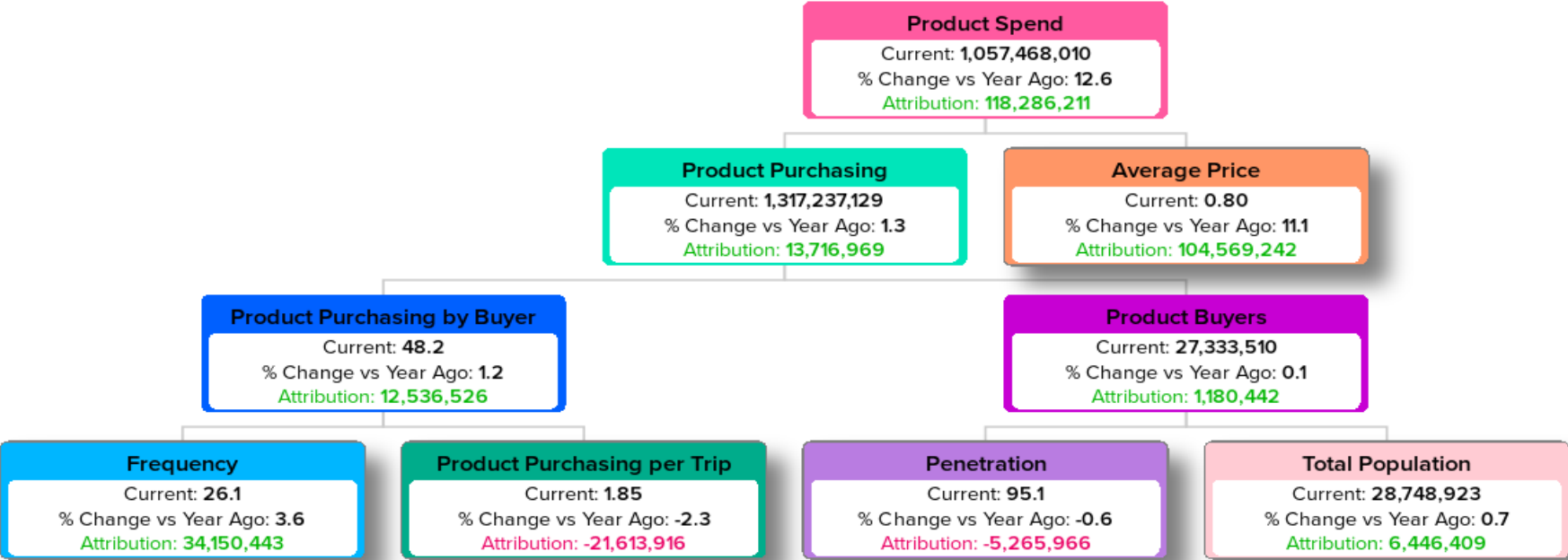


# The Growing Penetration of Air Fryers in Ireland – Benefiting Potato Consumption



- A survey in 2023 from Bosch Stated that “2 out of 3 Irish people own and Air Fryer”.
- With the Cost of Living being so prevalent Air Fryers are sought after for their economical properties.
- Another Study from Iceland & British Energy firm Utility stated the cost to run an Air Fryer a day is 16c totalling €62.70 over a 12-month Period.
- Air Fryers are changing meal patterns (small individual meals)

Growth of potatoes in the UK comes from frequency of purchase and price increase which is similar to Ireland.



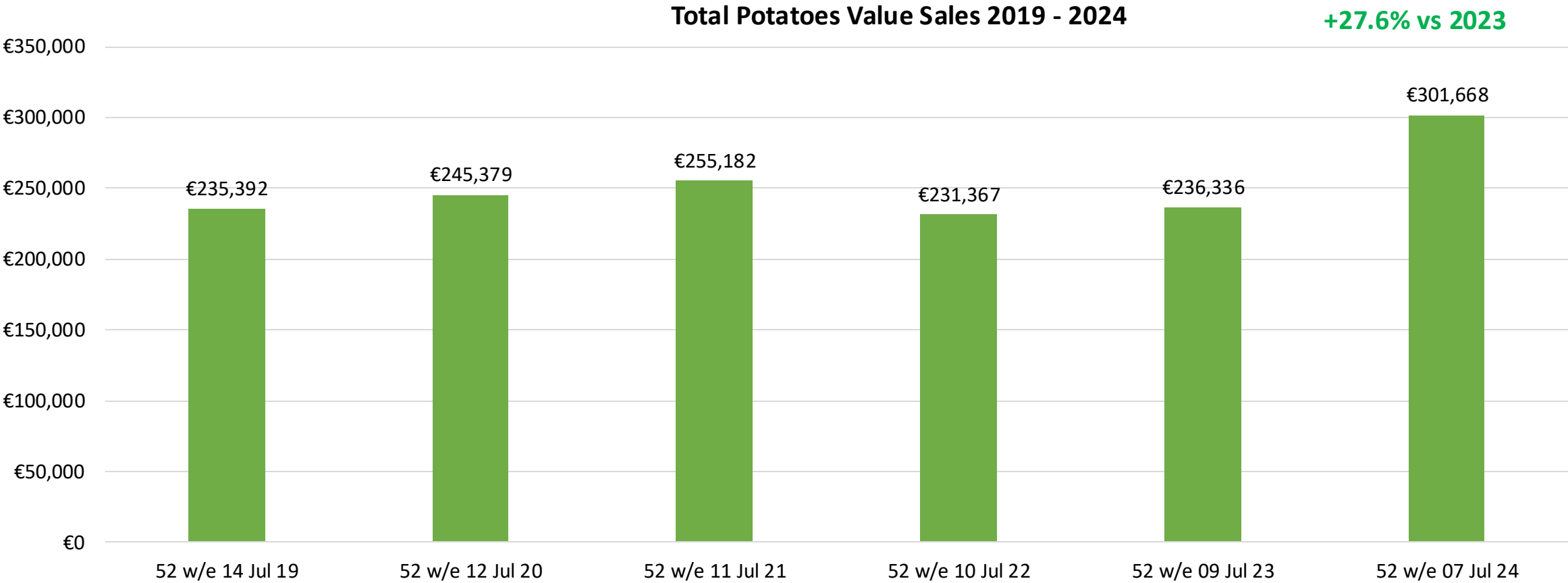




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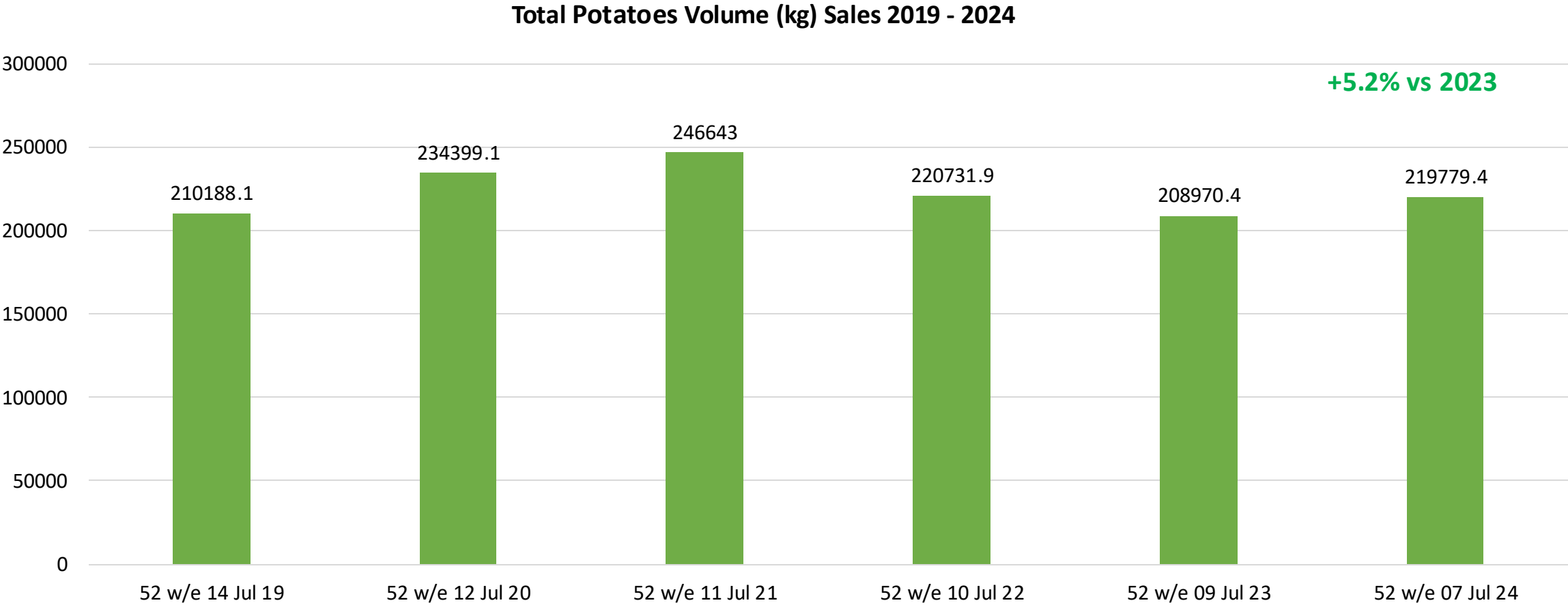
# Potato Performance Overview

# The Potato market reaches a peak in value sales levels since it started seeing growth back up last year after dipping in 2022.





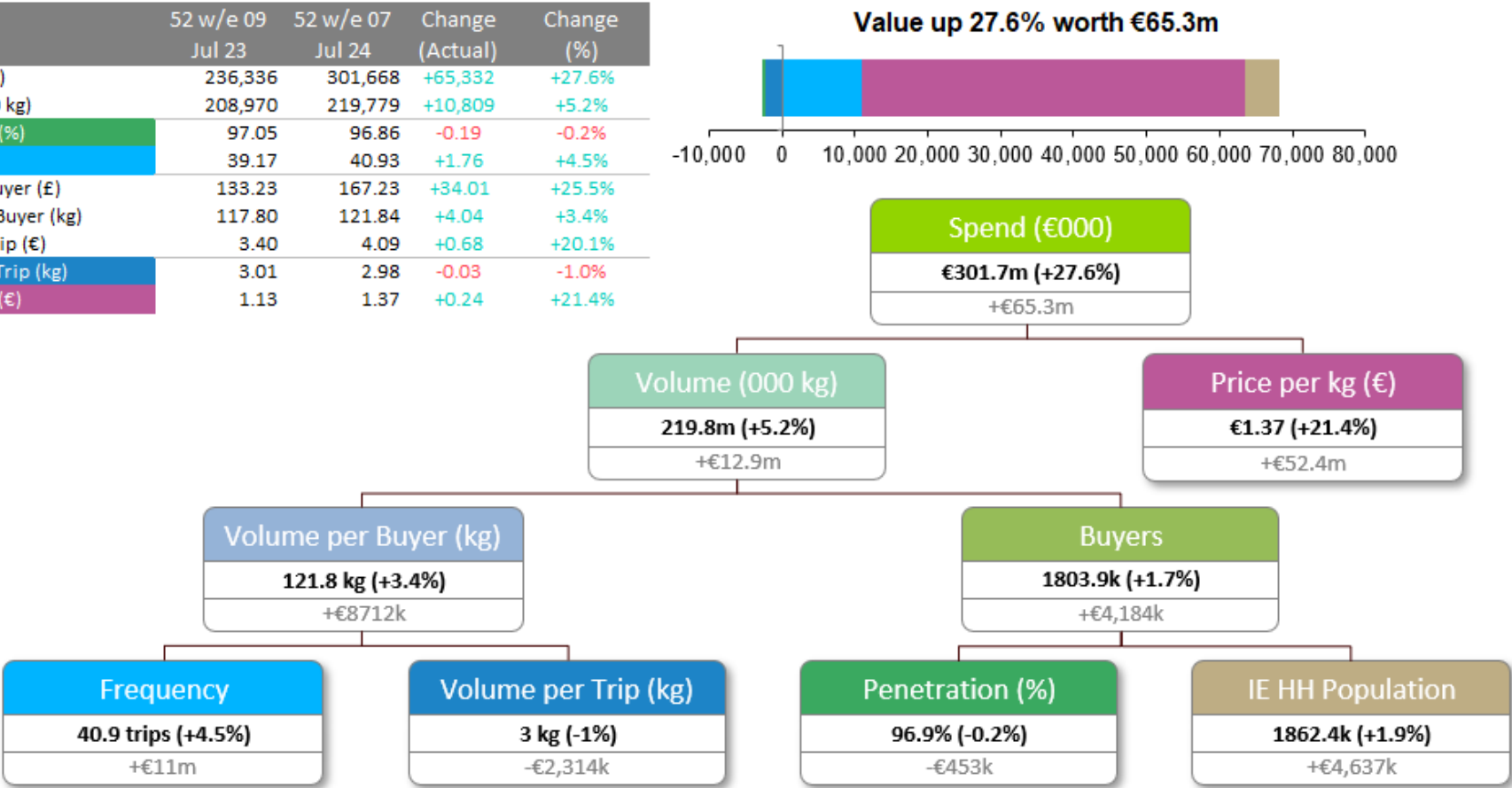
Potatoes have seen a similar downward trend in volume since 2021. Sales in volume however started to grow back up this year and have seen a +5.2% uplift vs 2023.



We see 21.4% increases in price in the potato category which we have seen similarly across veg. Volume per trip sees a decline of almost 1% vs PY.

Potatoes | Total Outlets | 52 w/e | Jul 24 vs Previous Year

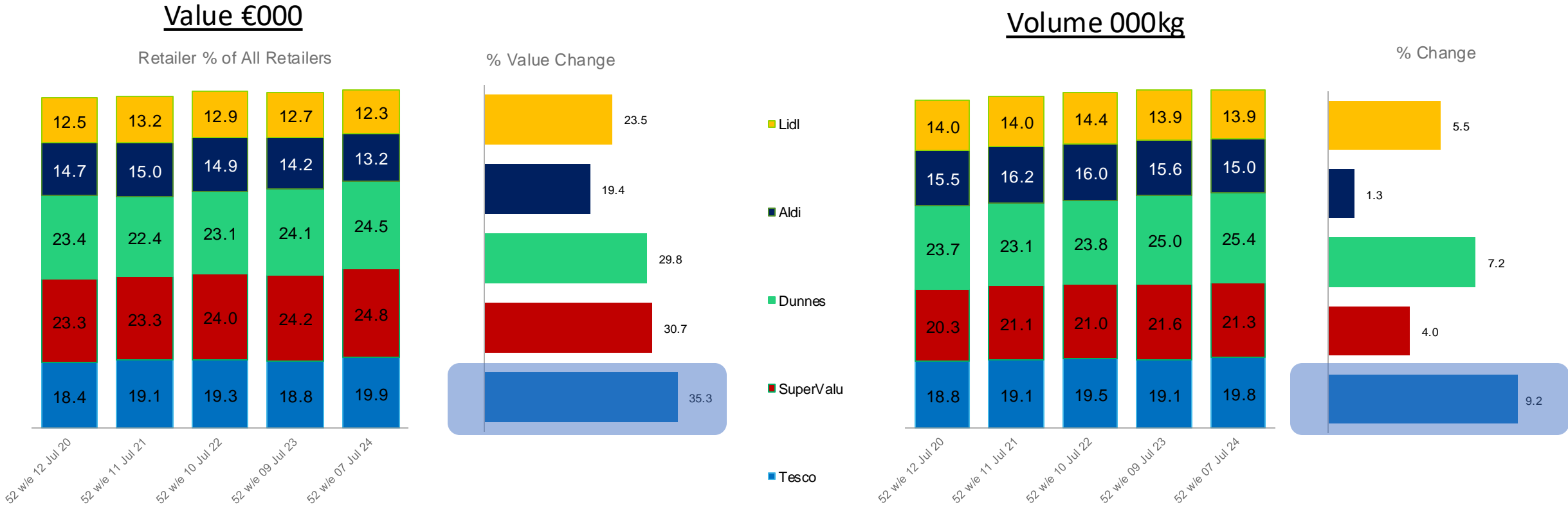
Measure	52 w/e 09 Jul 23	52 w/e 07 Jul 24	Change (Actual)	Change (%)
Spend (€000)	236,336	301,668	+65,332	+27.6%
Volume (000 kg)	208,970	219,779	+10,809	+5.2%
Penetration (%)	97.05	96.86	-0.19	-0.2%
Frequency	39.17	40.93	+1.76	+4.5%
Spend per Buyer (€)	133.23	167.23	+34.01	+25.5%
Volume per Buyer (kg)	117.80	121.84	+4.04	+3.4%
Spend per Trip (€)	3.40	4.09	+0.68	+20.1%
Volume per Trip (kg)	3.01	2.98	-0.03	-1.0%
Price per kg (€)	1.13	1.37	+0.24	+21.4%





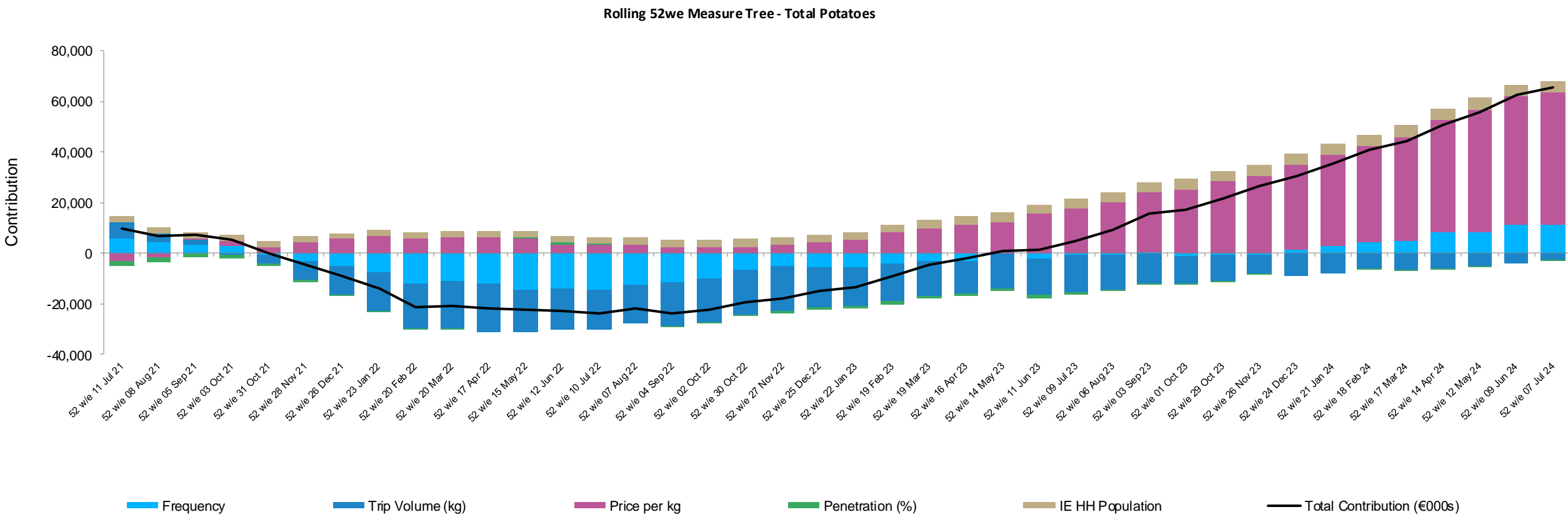
# SuperValu hold top place in potatoes value share, tightly contested by Dunnes. In volume terms it's Dunnes who win out this year. Tesco achieve the fastest growth in both Value and Volume terms.

Spend (€000) & Vol 000kg | Total Potatoes | 52 w/e 7<sup>th</sup> Jul 2024 vs last 5 Years

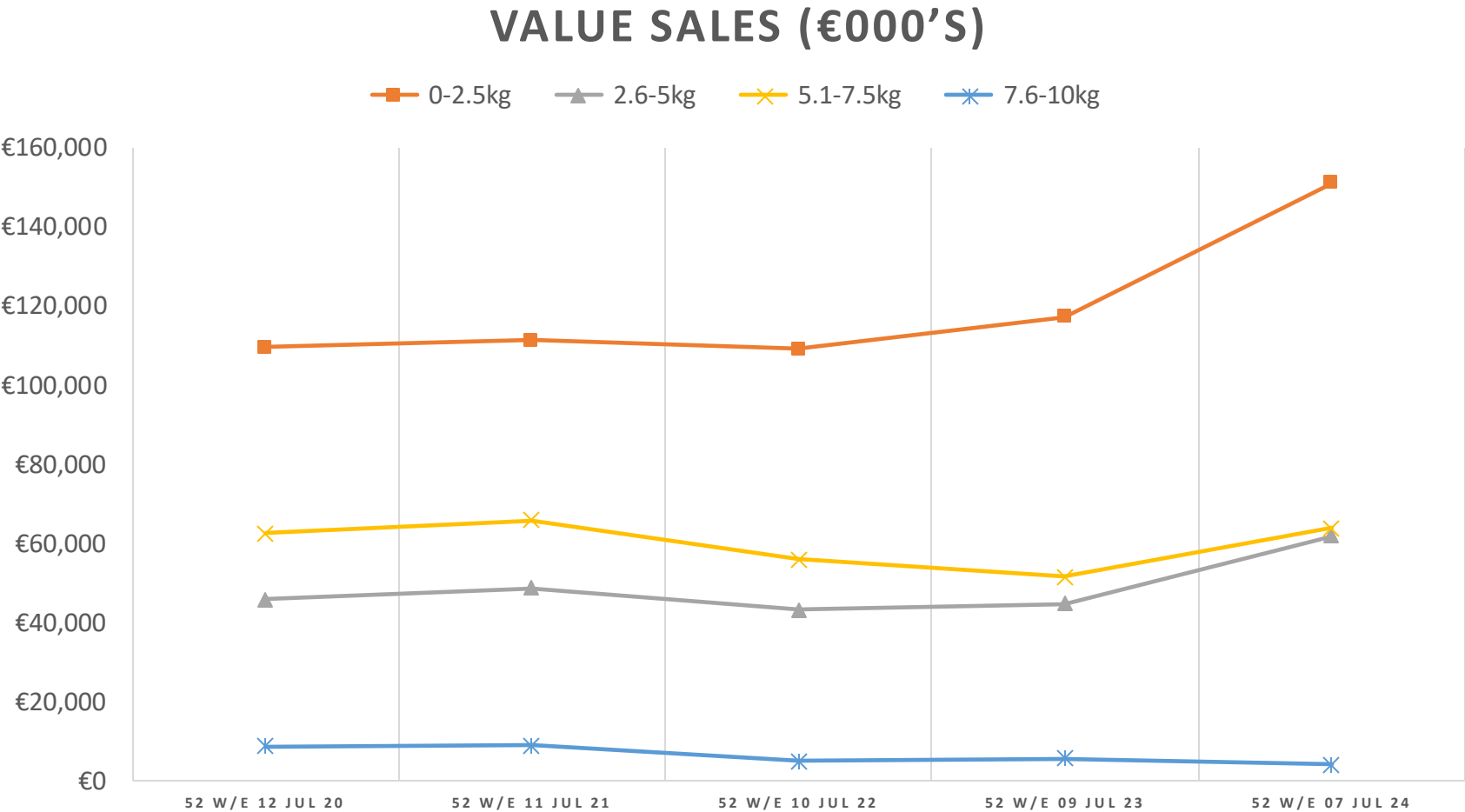


# Potatoes have seen a significant rise in growth since the middle of 2023. This rise has been attributed to large increases in price along with volume declines slowing.

Potatoes | Total Outlets | 52 w/e | Rolling Measure Tree



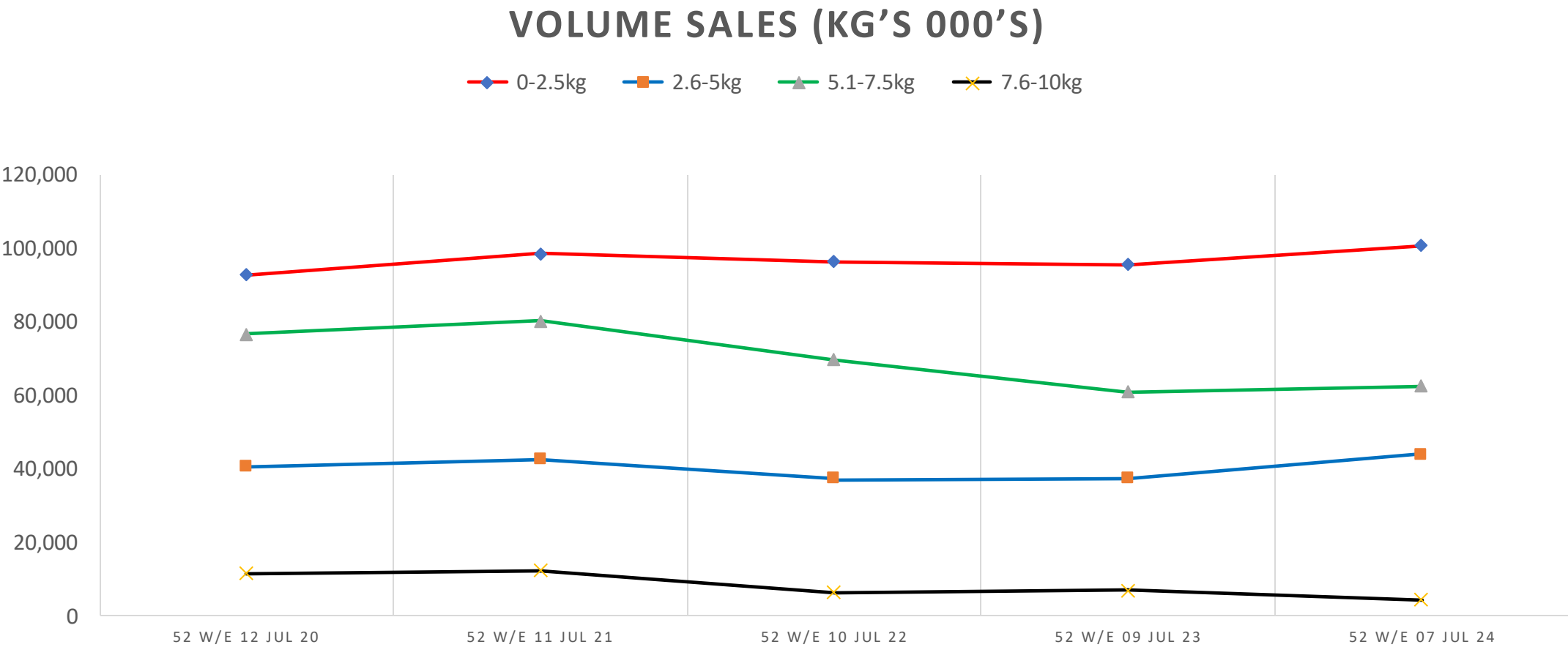
Pack size breakdown shows the smaller pack sizes contributing approx. 50% of total sales. Small packs are the only growth contributor over the last two years.



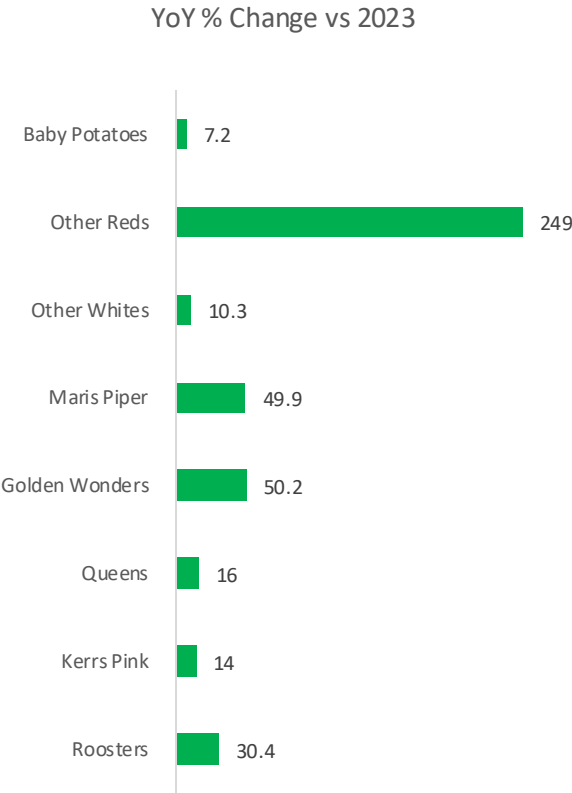
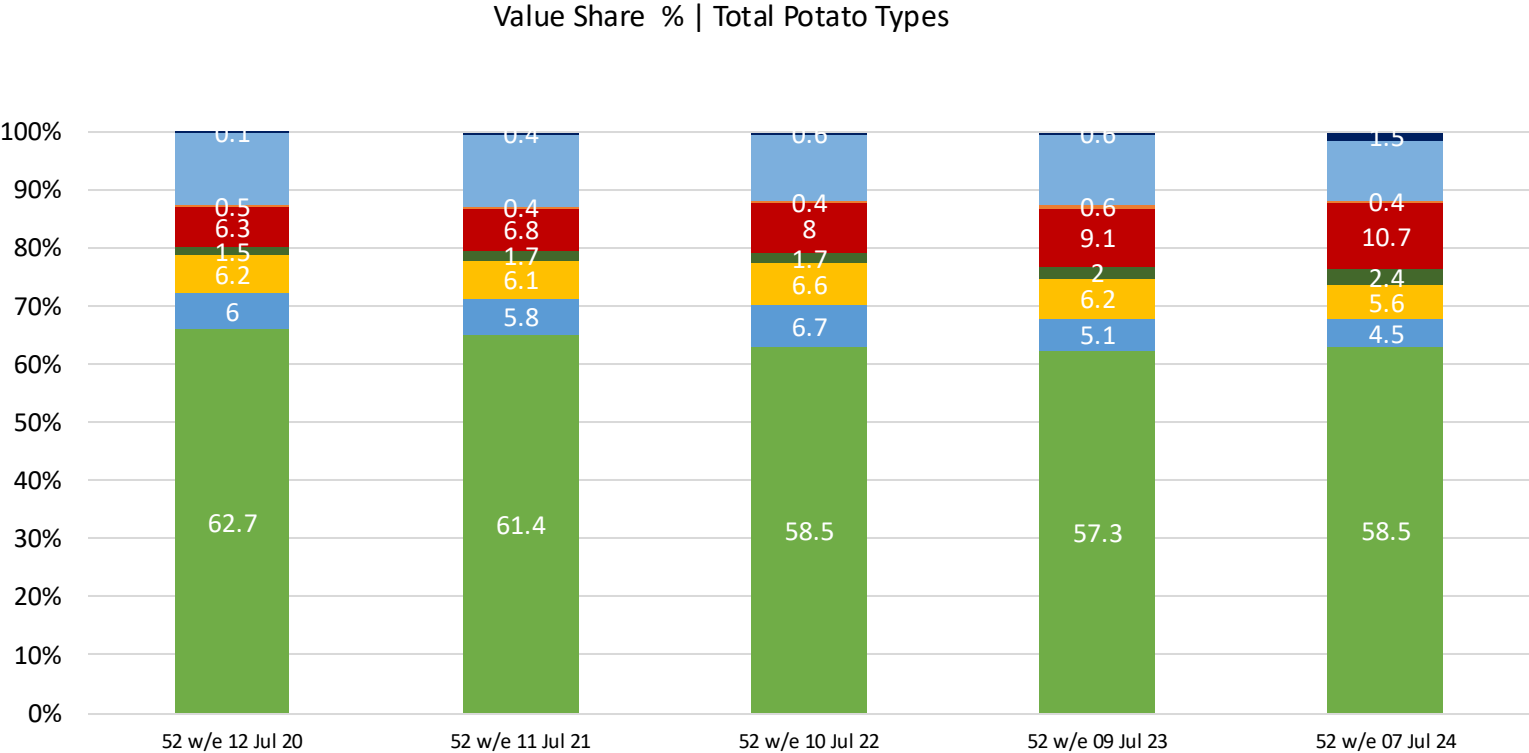
- 7.6-10kg see moderate decline vs 2023.
- Shoppers have increased their spend on the smaller 0-2.5kg pack sizes by €33.7m since 2023.
- Despite large pack sizes representing better value for money, shoppers are keen on making **short term savings** via small packs.



All sizes maintaining volume sales within the last year at least, with smaller sizes noting a small increase.

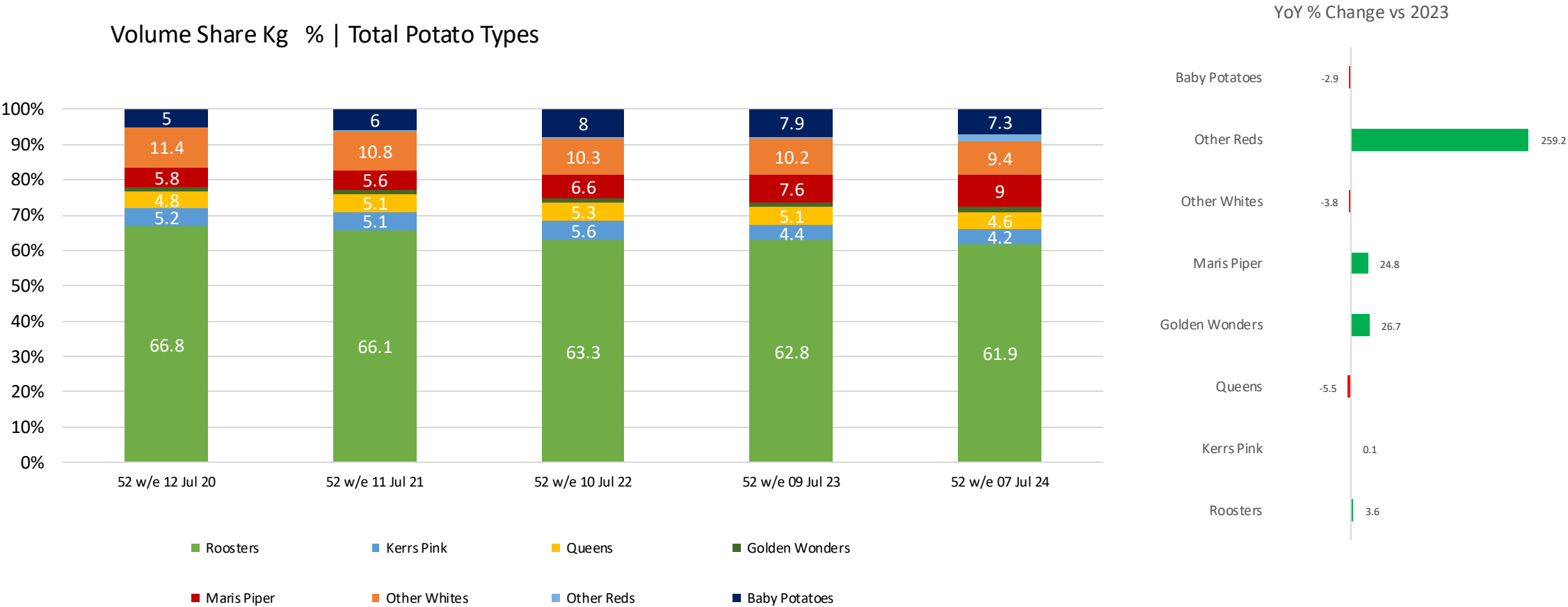


# Potato Type Value Share % | 52 we 7<sup>th</sup> Jul 2024 vs 2023



Roosters Kerrs Pink Queens Golden Wonders Maris Piper Other Whites Other Reds Baby Potatoes

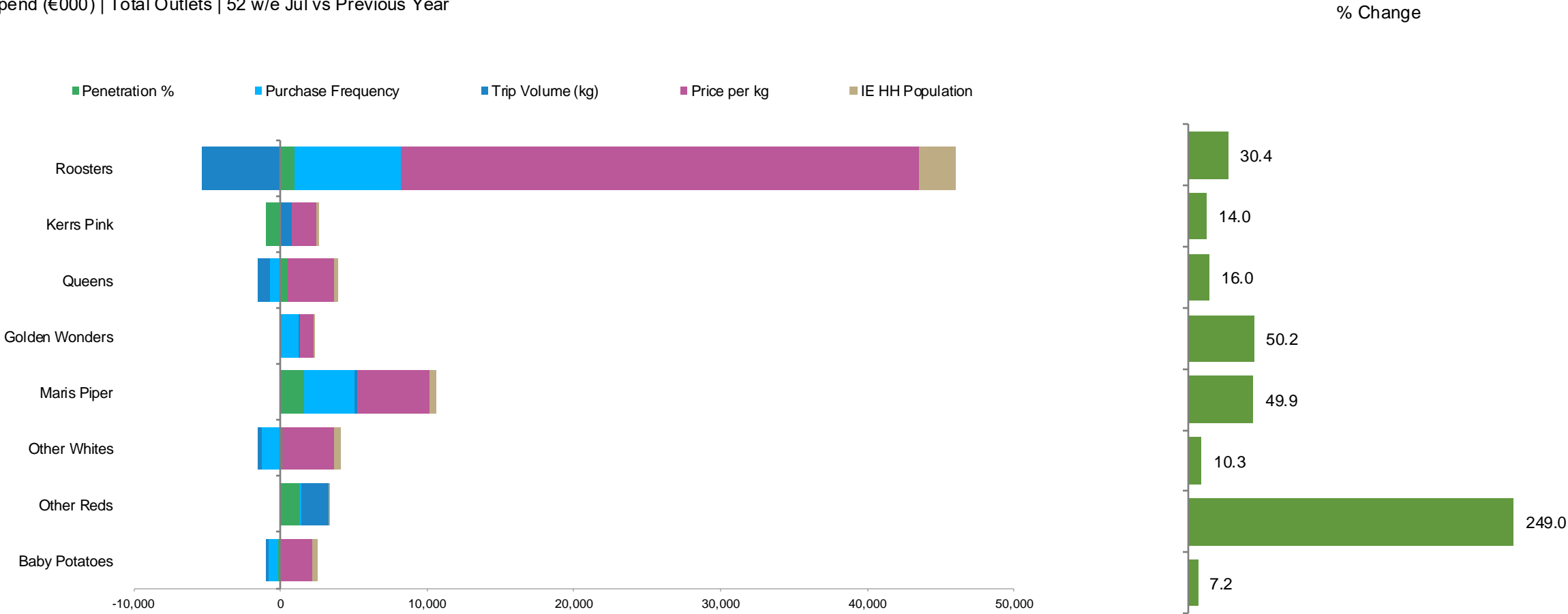
# Potato Type Volume (Kgs) Share % | 52 we 7<sup>th</sup> Jul 2024 vs 2023





# Breakdown of potato types highlights where the price increases have been coming from and that is mainly through Roosters. Other Reds grow fastest but off a smaller base the year before

Spend (€000) | Total Outlets | 52 w/e Jul vs Previous Year



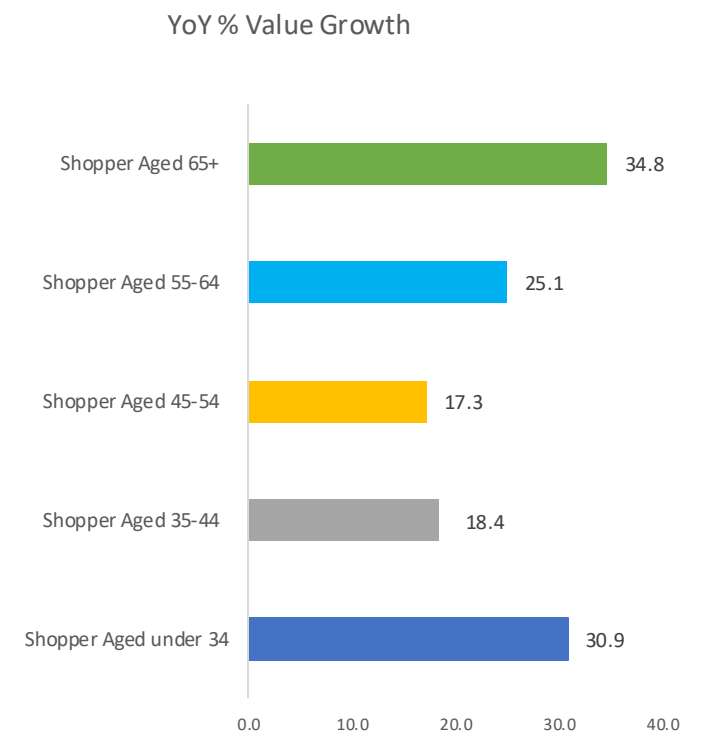
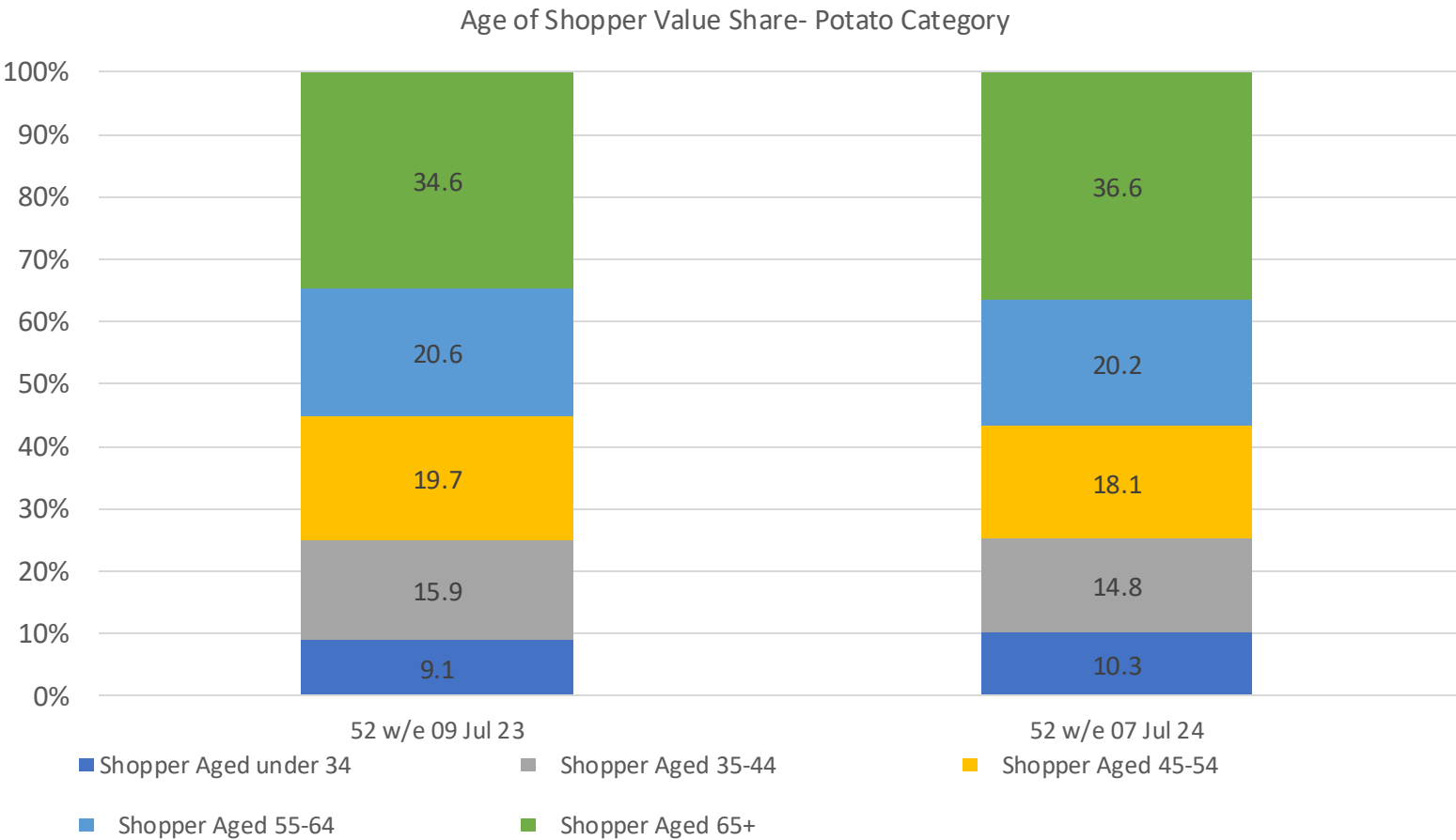


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# The Growth of Younger Shoppers

# Versus last year, shoppers under 34 join the oldest cohort in driving growth in the potato category.

Value share & growth | Total Outlets | 52 w/e Jul 24 vs Previous year





# Younger shoppers spend most of their wallet on potatoes on 0-2.5kg packs however in the last year have saw an increase in spend on 2.6-5kg.

