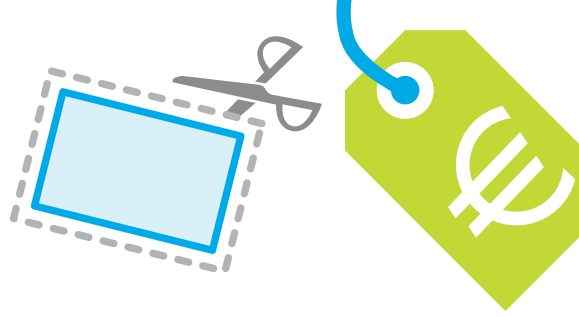


The Deloitte Ireland Consumer Review and Tracker



Sales and sales promotions



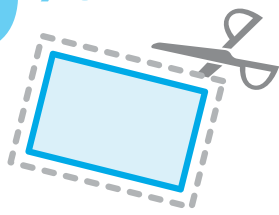
The most common product/service category purchased on sale or promotion is food and non-alcoholic beverages.



52%

52% of respondents have not switched any of their key service providers as a result of promotional offers.

69%



69% of respondents indicated that they retain and actively use coupons.



52%

52% of Irish adults agree that sales and promotions encourage people to purchase branded goods over own brand items.



1/2

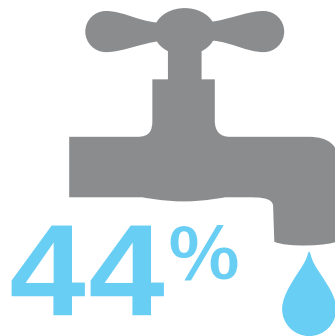
Almost half of respondents indicated that sales and promotions make necessities more affordable.

Consumer spending



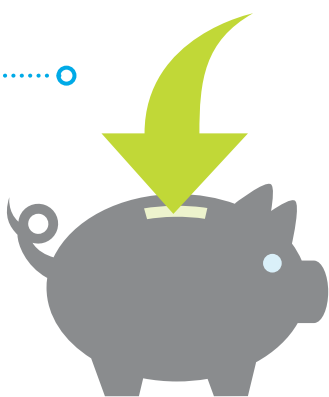
22%

A net balance of 22% of respondents reported a reduction in confidence regarding their household disposable income over the last six months.

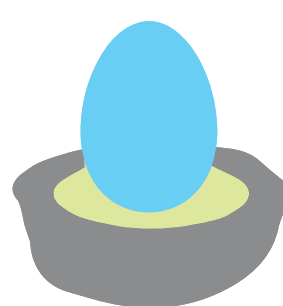


44%

44% feel that outflows in relation to utility bills will increase in the next six months.



Despite low interest rates on deposits and savings, Irish consumers appear to have an appetite to increase their monthly savings.



1/4

There is a worrying low number of Irish consumers who are making provisions for their future with only 1 in 4 paying into a pension fund.