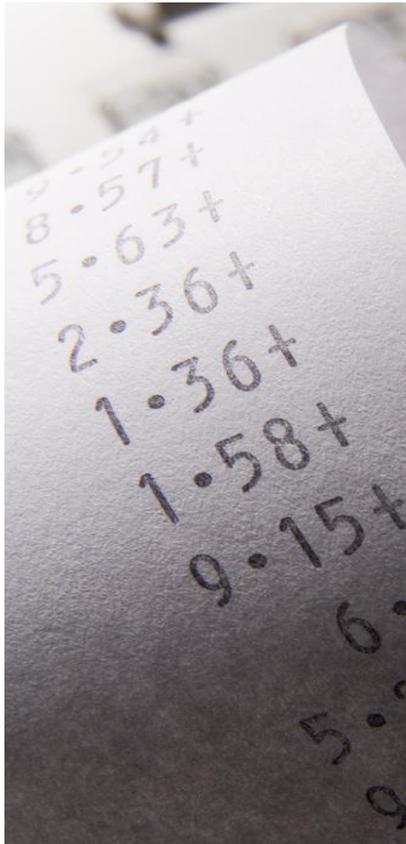


Grant Thornton Retail Excellence Irish Retail Industry Productivity Review Q3 2019



FOOTWEAR
FURNITURE & FLOORING
HOT BEVERAGE
GIFT & HOME
GROCERY
LADIES FASHION
PHARMACY
GARDEN CENTRES
MENSWEAR
JEWELLERY
CONSUMER ELECTRONICS
HOME APPLIANCES
PHOTO (CAMERAS)
COMPUTING

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INTRODUCTION:

The Grant Thornton Retail Excellence Retail Productivity Review provides the most in-depth retail industry and sectoral analysis available today. The Review monitors overall industry performance and sectoral performance. The Review aggregates and analyses data from over 4,500 retail stores in Ireland. Retail Excellence collated data through on-line survey. GfK collated data through “plug-in” to retailer Epos.

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Retail Industry Like for Like Sales Q3 2019

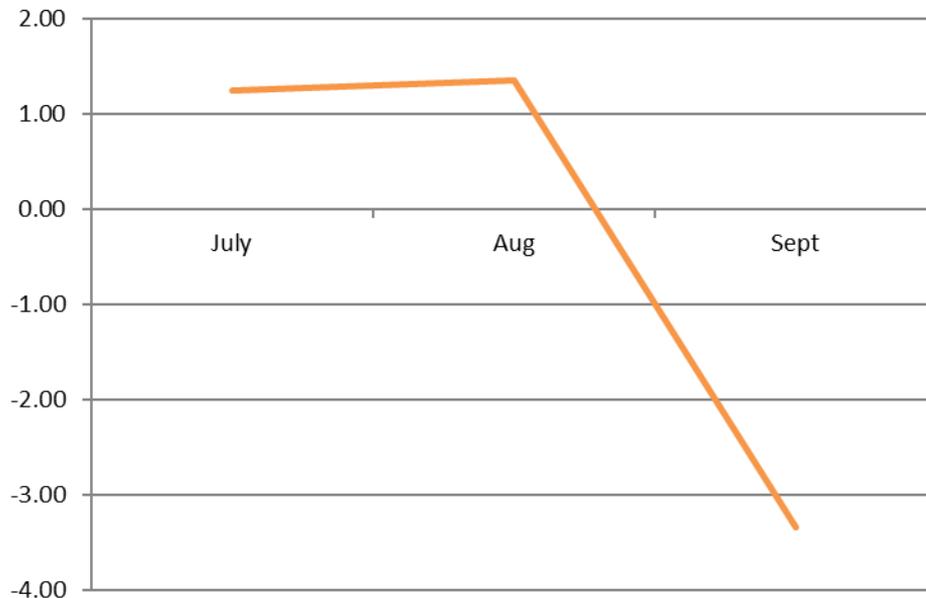
Retail Excellence Group Chief Executive David Fitzsimons comments:

September 2019 was the worst performing month since July 2013 recording like for like declines of -3.34%. Almost all sectors across the retail industry contracted during the month with the worst performer being Footwear (-13.08%) and Menswear (-11.02%). The aggressive declines in the Footwear sector were the worst recorded since November 2009. Overall the quarter was a challenging one with July and August posting marginal gains and the quarter as a whole recording a like for like decline of -0.63%. Brexit and general political uncertainty is very negatively impacting consumer sentiment and spending. The sooner a resolution is found the better.

LIKE FOR LIKE SALES Q3 2019 vs Q3 2018

Industry Average	-0.63%
Footwear	-5.93%
Furniture & Flooring	-4.12%
Garden Centres	+24.14%
Gift & Homeware	-1.84%
Grocery	+1.68%
Hot Beverage	+0.51%
Jewellery	-1.18%
Ladies Fashion	-2.29%
Menswear	-2.19%
Pharmacy	+2.67%
Childrenswear	-3.66%
Agri Retail	-6.16%
Health Stores	+0.89%
Lingerie	-1.02%
Online	+7.88%
Consumer Electronics (Brown Goods)	+3.10%
Home Appliances (Small)	-3.30%
Digital Camera	-15.40%
Home Appliances (Major)	-0.60%

Like for Like Sales Q3 2019 vs Q3 2018 (Industry Average)



LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)

+1.25%

July

+1.35%

Aug

-3.34%

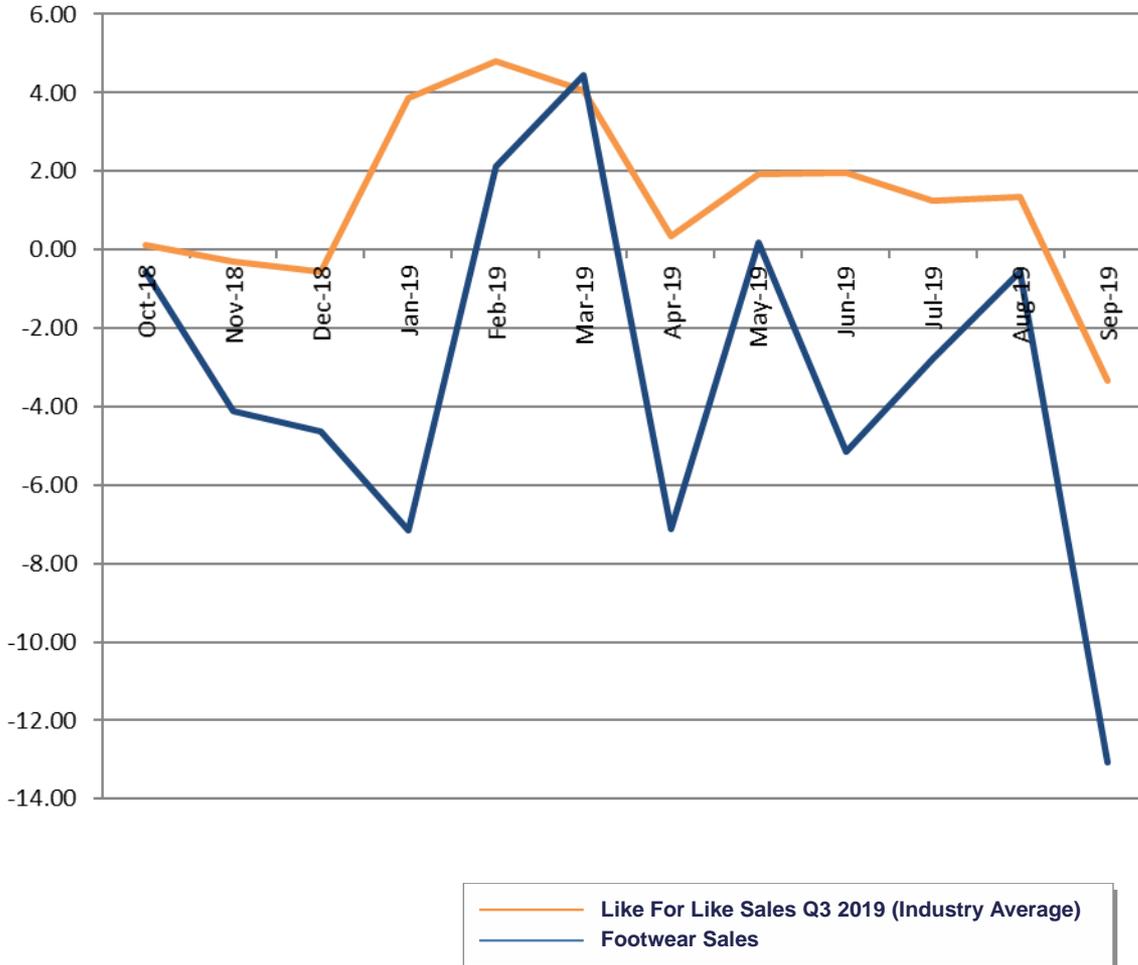
Sept

-0.63%

Q3

Footwear Sales - Q3 2019

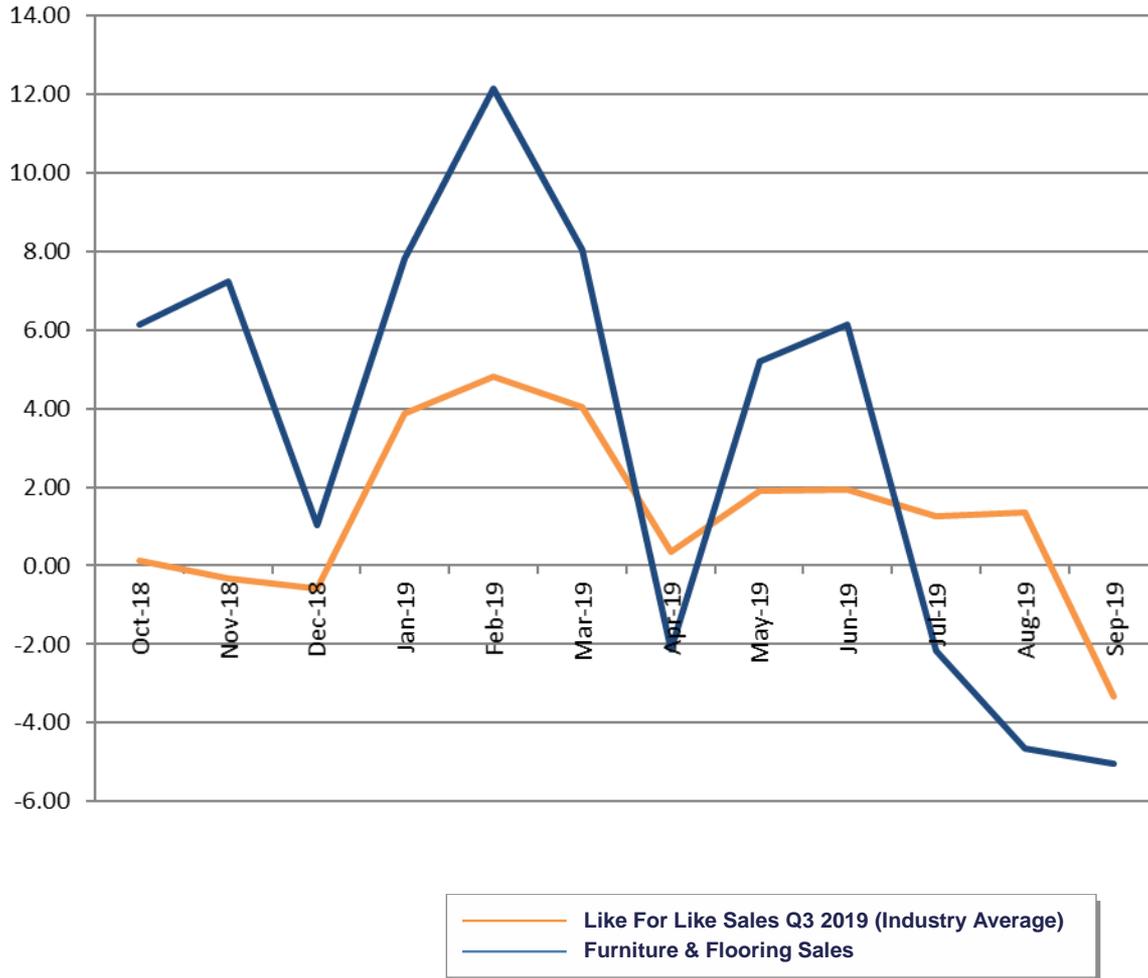
Comparable with Retail Industry Average



Q3 2019	FOOTWEAR SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	-2.78%	+1.25%
Aug	-0.56%	+1.35%
Sept	-13.08%	-3.34%
Q3	-5.93%	-0.63%

Furniture & Flooring Sales - Q3 2019

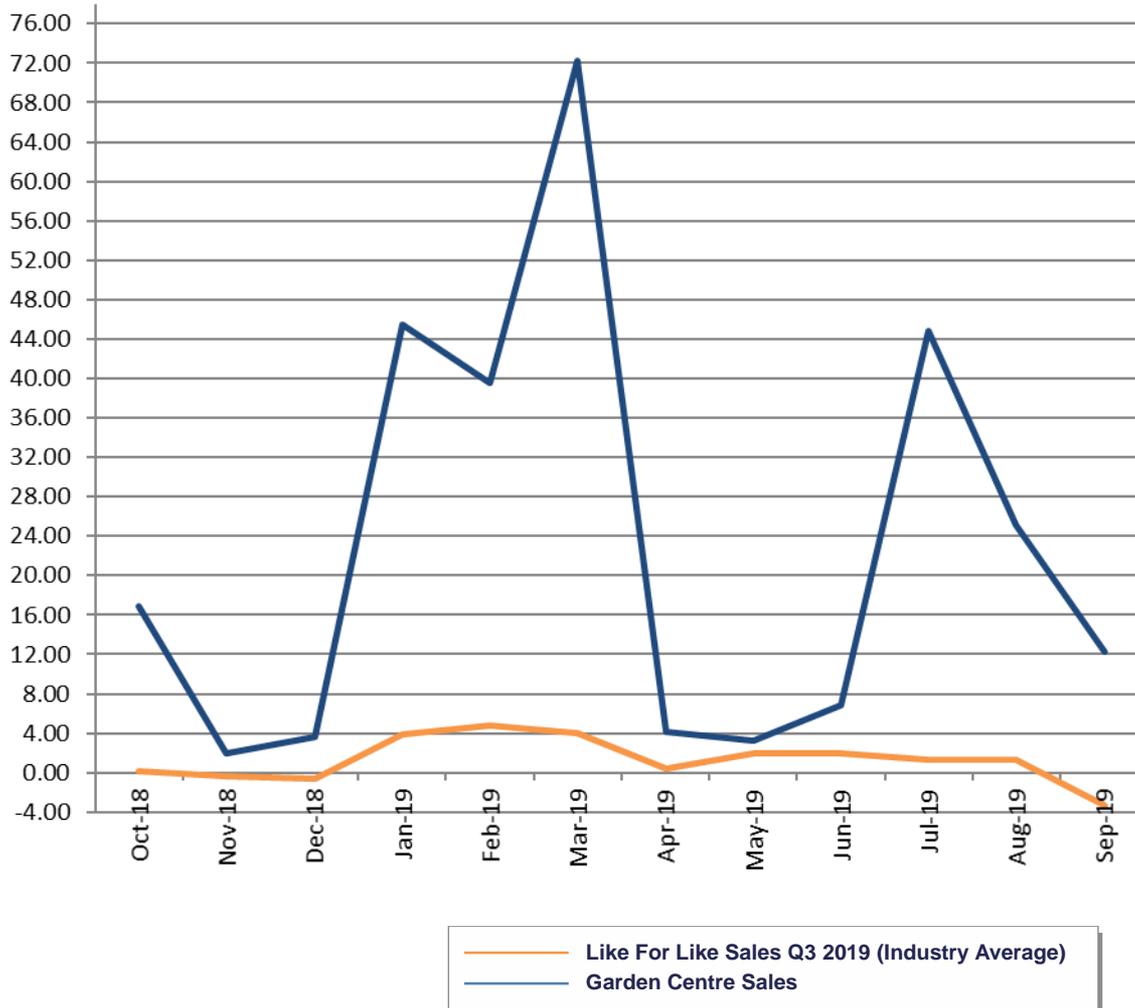
Comparable with Retail Industry Average



Q3 2019	FURNITURE & FLOORING SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	-2.17%	+1.25%
Aug	-4.66%	+1.35%
Sept	-5.03%	-3.34%
Q3	-4.12%	-0.63%

Garden Centre Sales - Q3 2019

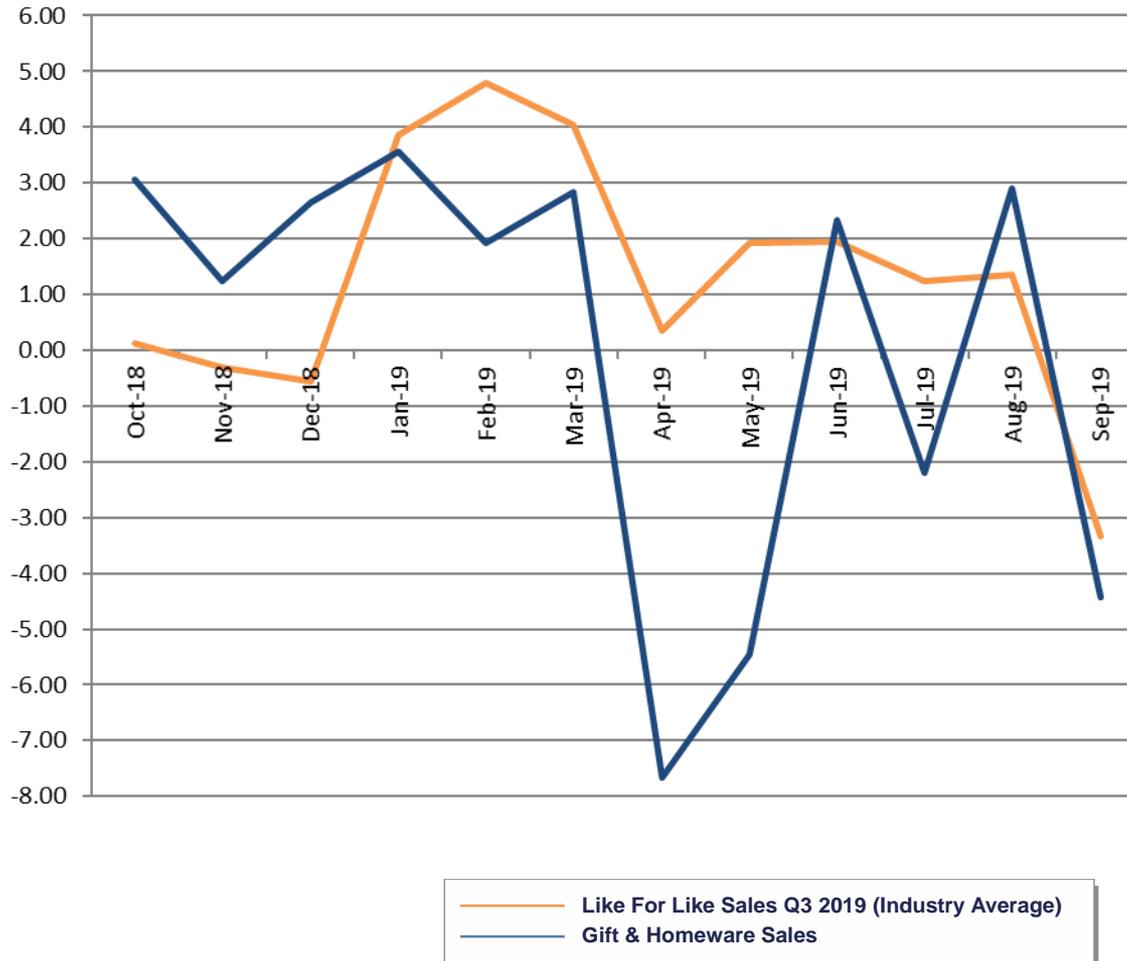
Comparable with Retail Industry Average



Q3 2019	GARDEN CENTRE SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	+44.83%	+1.25%
Aug	+25.17%	+1.35%
Sept	+12.23%	-3.34%
Q3	+24.14%	-0.63%

Gift & Homeware Sales - Q3 2019

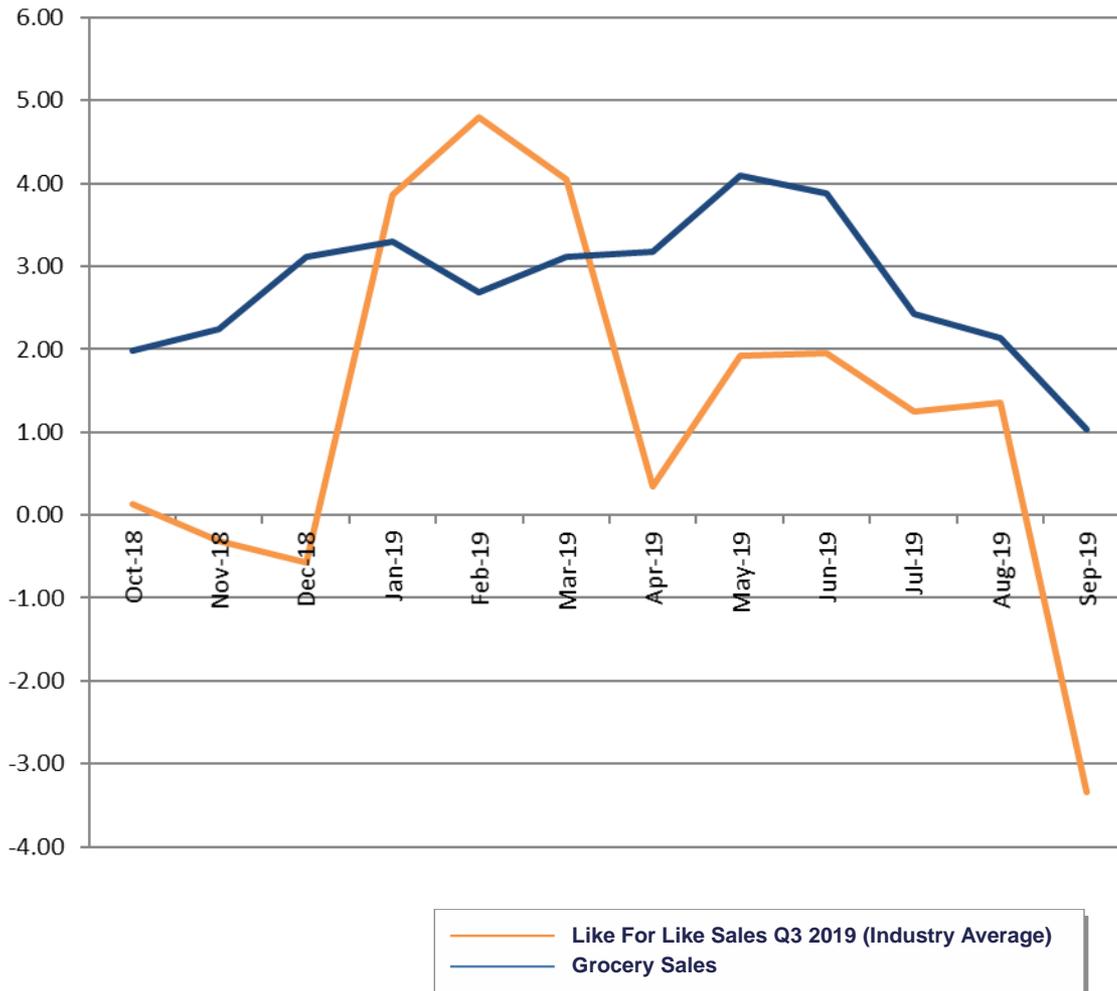
Comparable with Retail Industry Average



Q3 2019	GIFT & HOMEWARE SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	-2.20%	+1.25%
Aug	+2.91%	+1.35%
Sept	-4.42%	-3.34%
Q3	-1.84%	-0.63%

Grocery Sales - Q3 2019

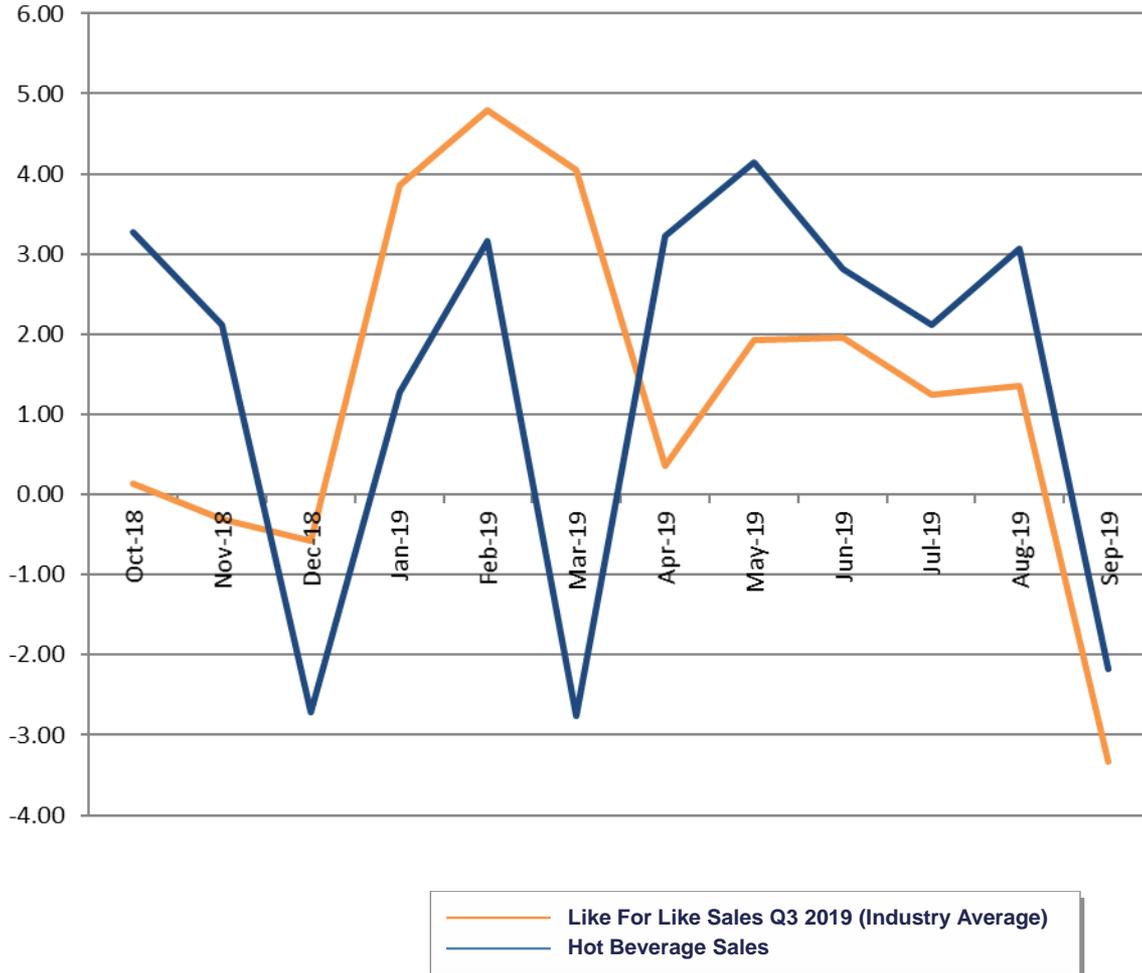
Comparable with Retail Industry Average



Q3 2019	GROCERY SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	+2.42%	+1.25%
Aug	+2.14%	+1.35%
Sept	+1.04%	-3.34%
Q3	+1.68%	-0.63%

Hot Beverage Sales - Q3 2019

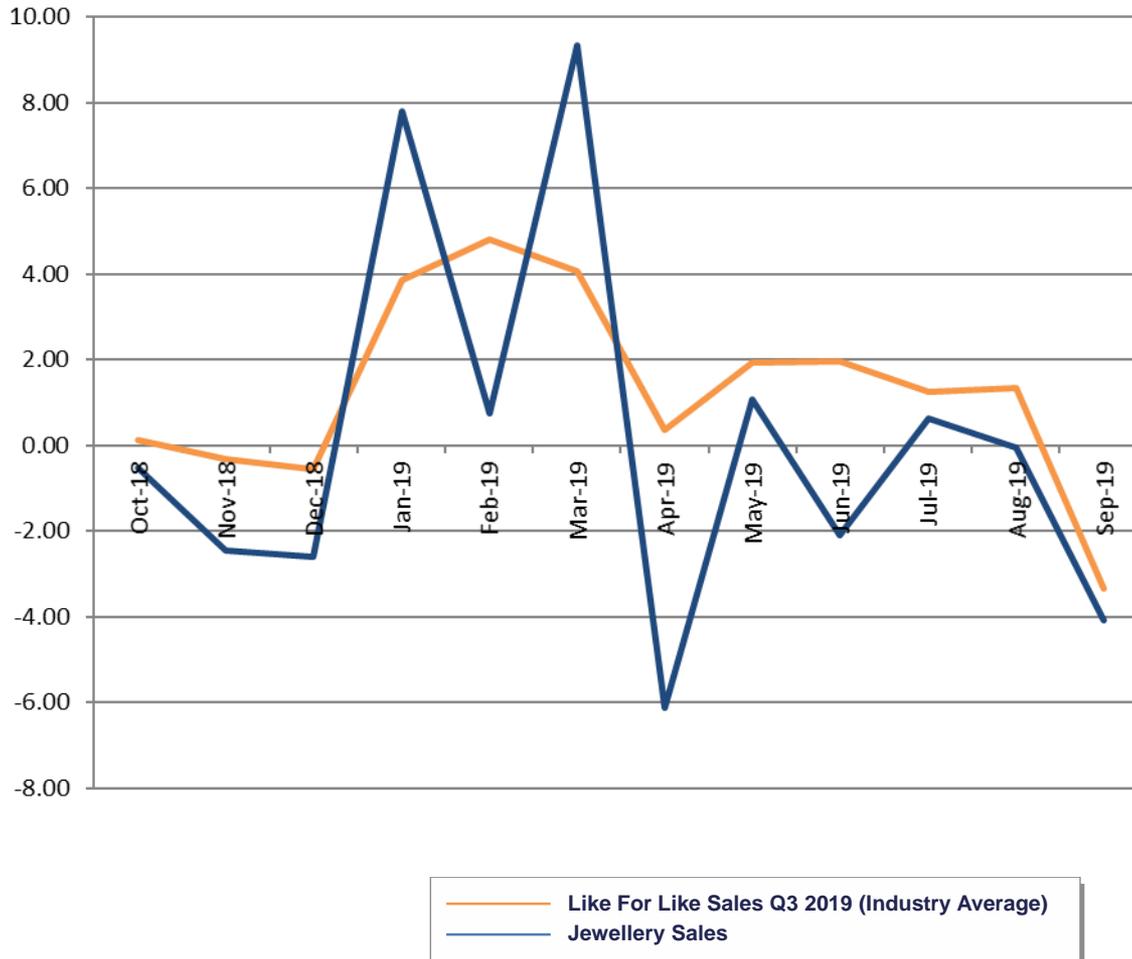
Comparable with Retail Industry Average



Q3 2019	HOT BEVERAGE SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	+2.12%	+1.25%
Aug	+3.07%	+1.35%
Sept	-2.18%	-3.34%
Q3	+0.51%	-0.63%

Jewellery Sales - Q3 2019

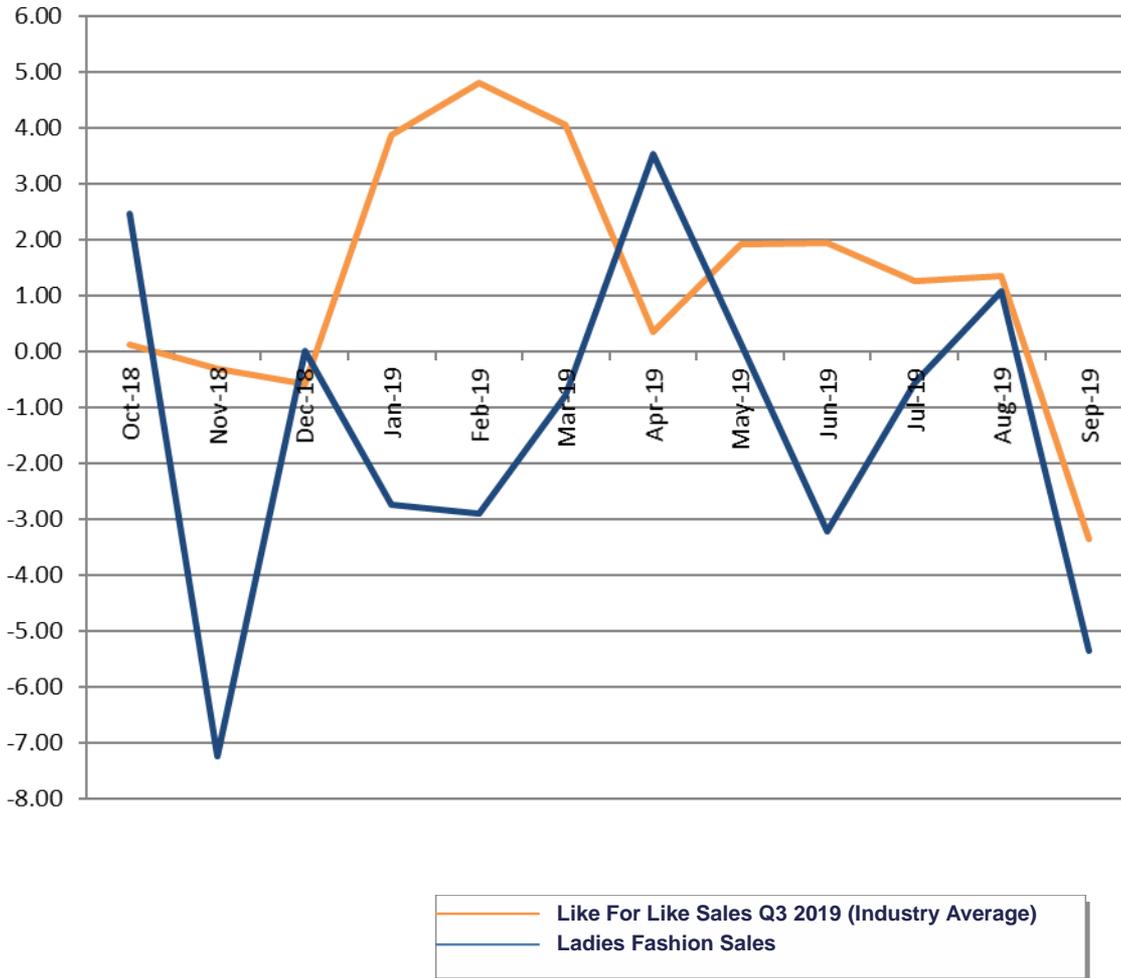
Comparable with Retail Industry Average



Q3 2019	JEWELLERY SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	+0.63%	+1.25%
Aug	-0.05%	+1.35%
Sept	-4.09%	-3.34%
Q3	-1.18%	-0.63%

Ladies Fashion Sales - Q3 2019

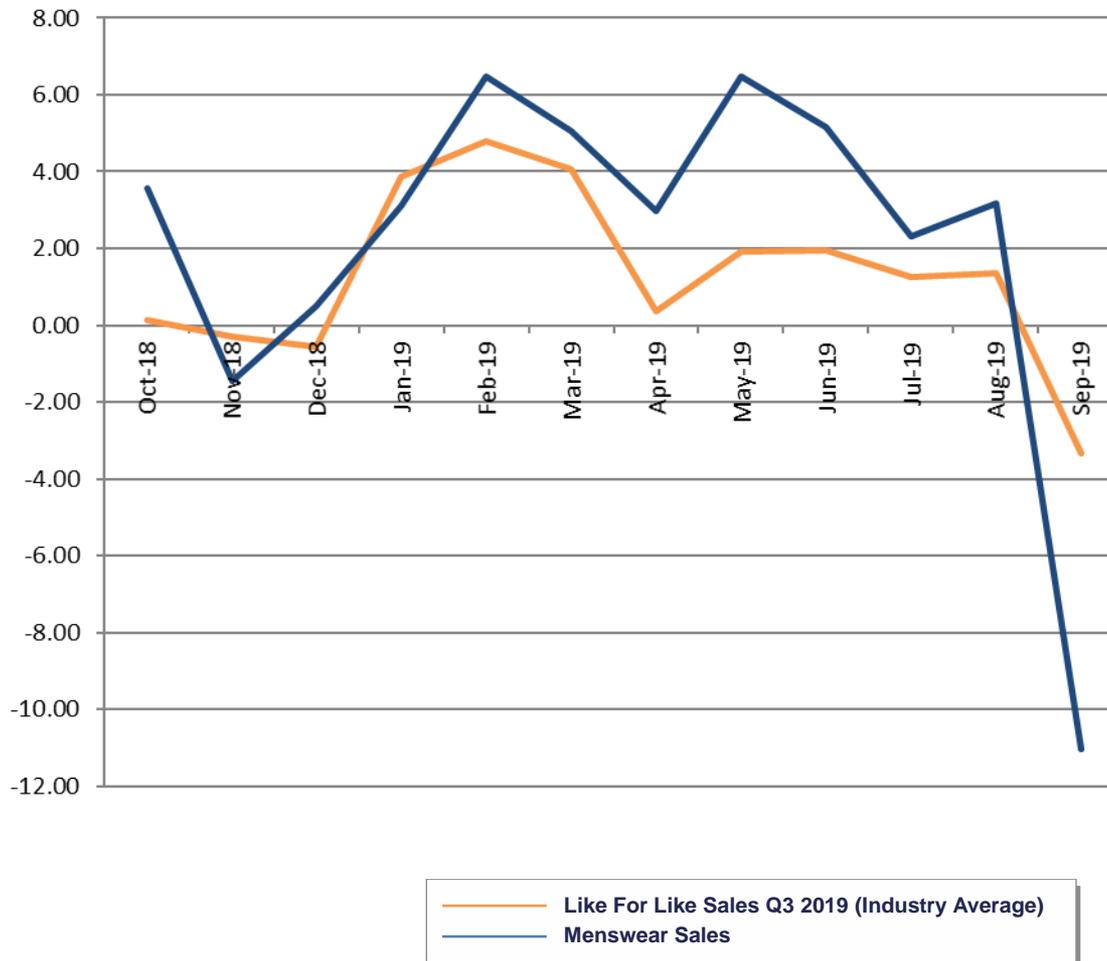
Comparable with Retail Industry Average



Q3 2019	LADIES FASHION SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	-0.56%	+1.25%
Aug	+1.07%	+1.35%
Sept	-5.34%	-3.34%
Q3	-2.29%	-0.63%

Menswear Sales - Q3 2019

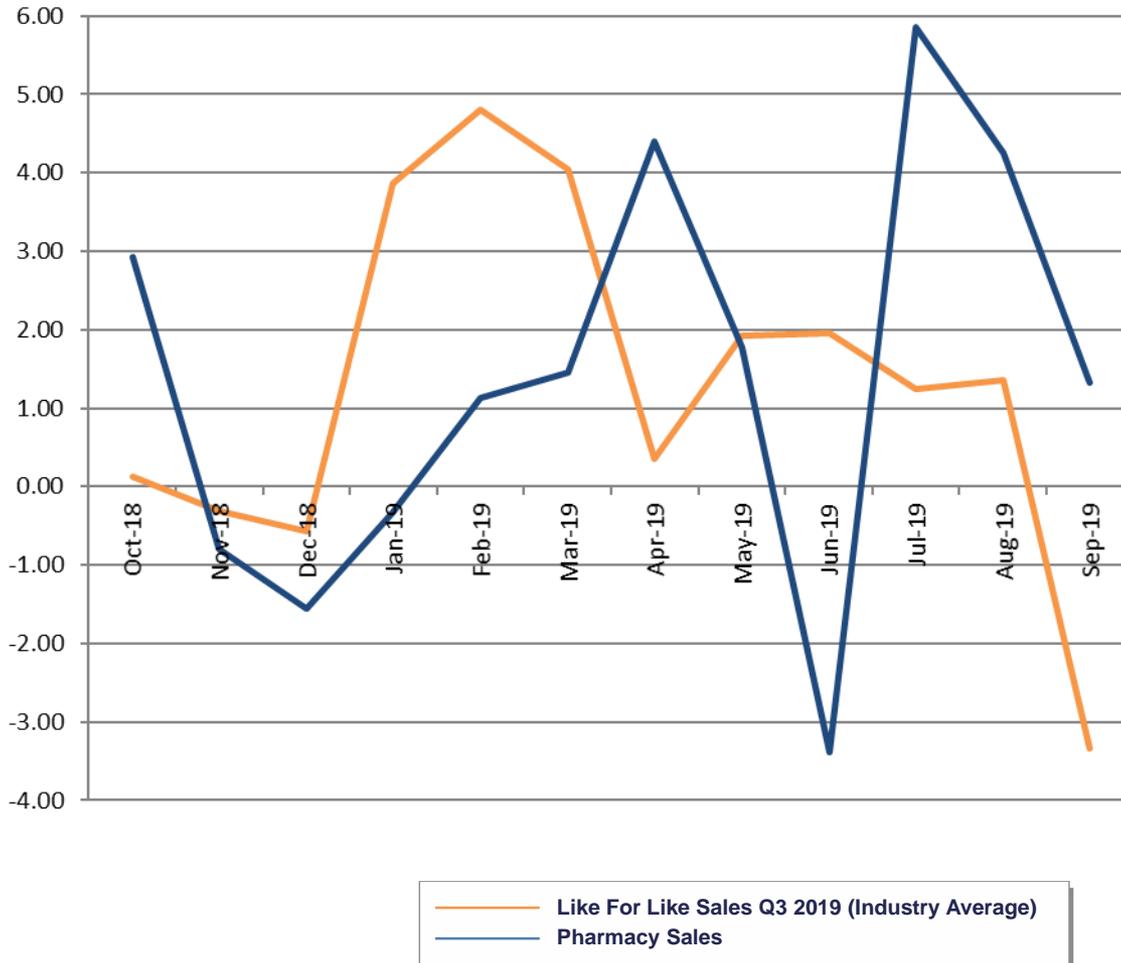
Comparable with Retail Industry Average



Q3 2019	MENSWEAR SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	+2.32%	+1.25%
Aug	+3.17%	+1.35%
Sept	-11.02%	-3.34%
Q3	-2.19%	-0.63%

Pharmacy Sales - Q3 2019

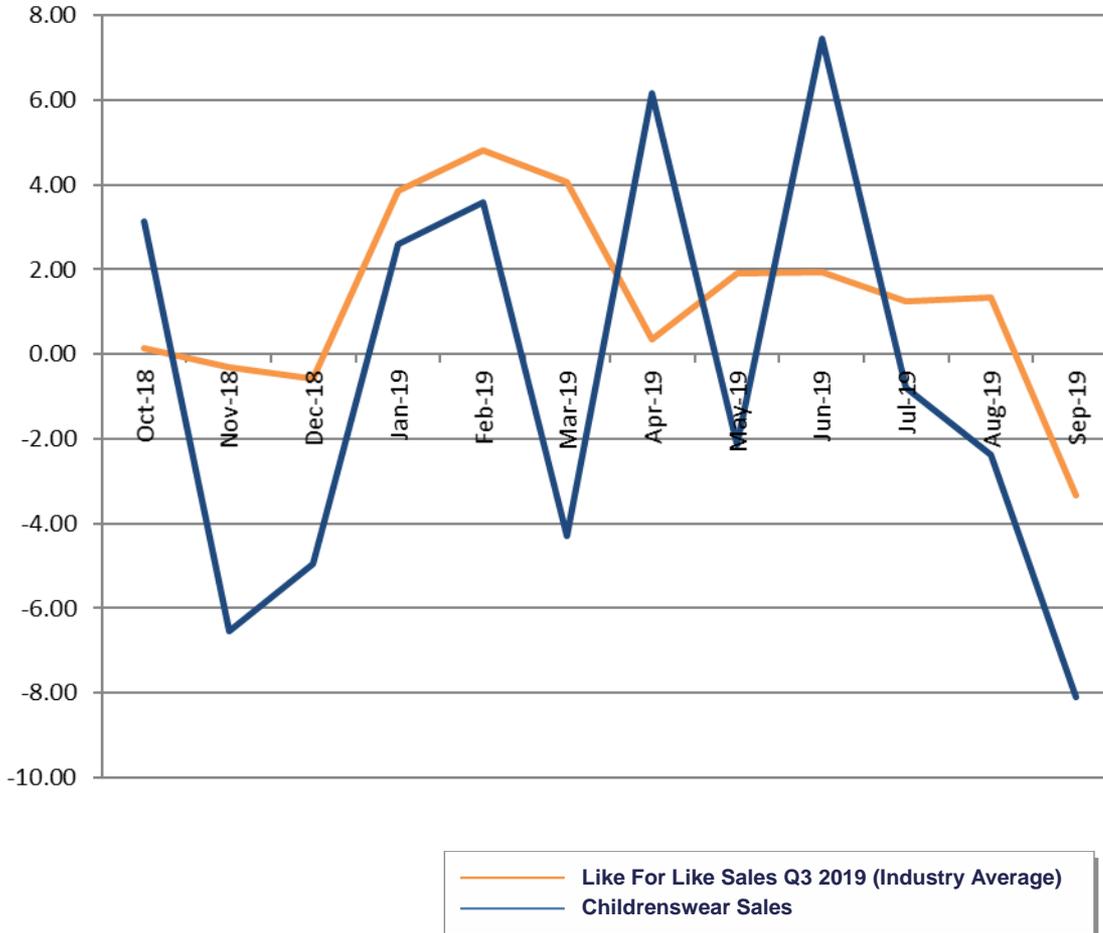
Comparable with Retail Industry Average



Q3 2019	PHARMACY SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	+5.85%	+1.25%
Aug	+4.26%	+1.35%
Sept	+1.33%	-3.34%
Q3	+2.67%	-0.63%

Childrenswear Sales - Q3 2019

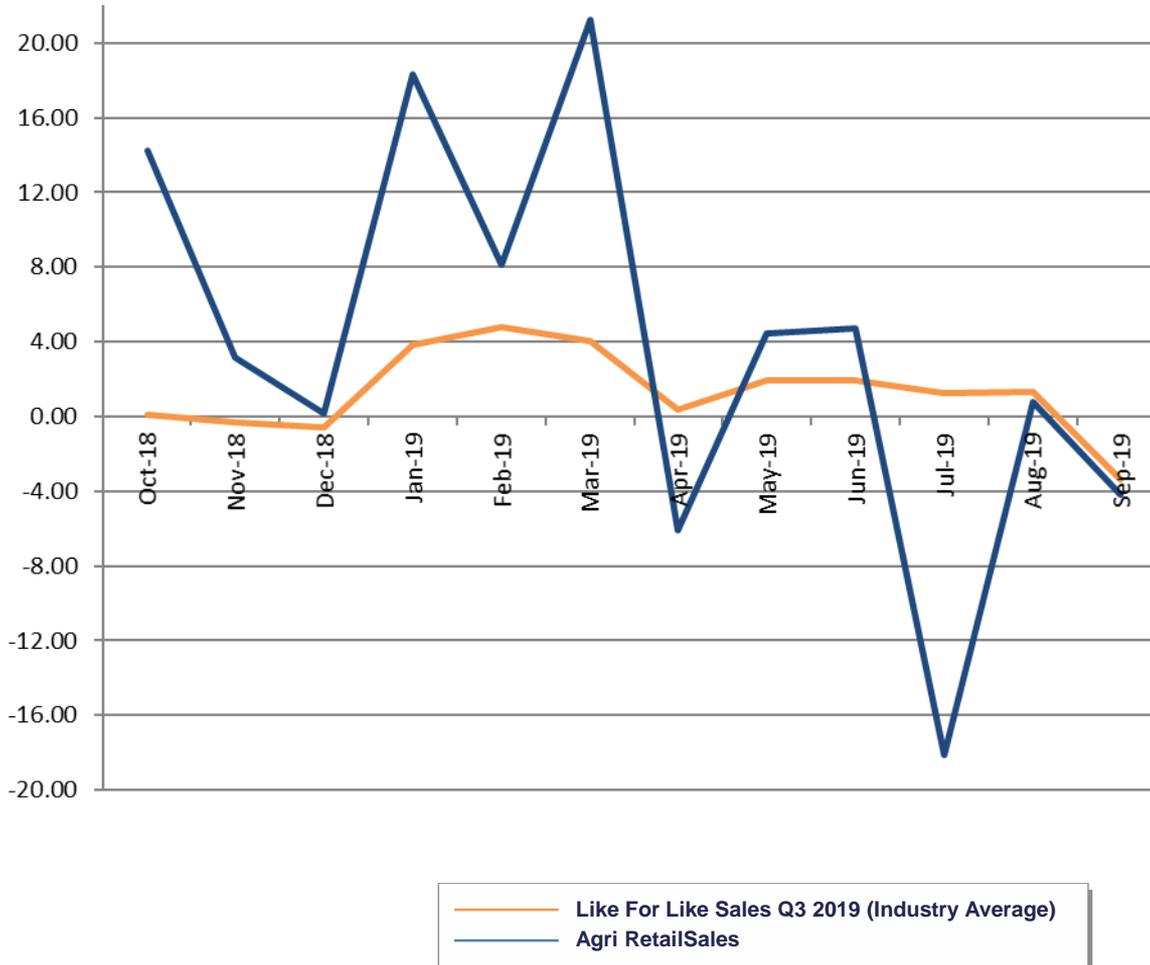
Comparable with Retail Industry Average



Q3 2019	CHILDRENSWEAR SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	-0.78%	+1.25%
Aug	-2.37%	+1.35%
Sept	-8.11%	-3.34%
Q3	-3.66%	-0.63%

Agri Retail Sales - Q3 2019

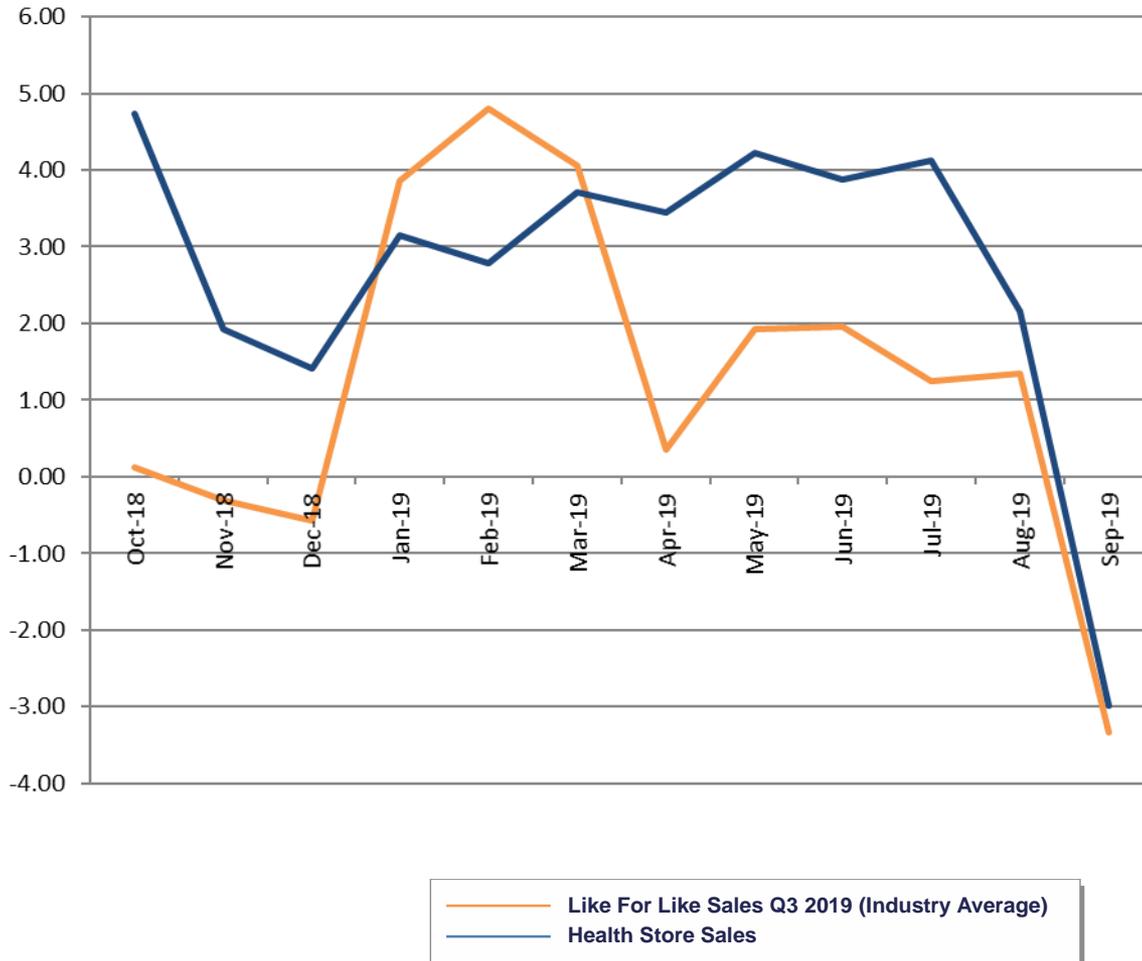
Comparable with Retail Industry Average



Q3 2019	AGRI RETAIL SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	-18.12%	+1.25%
Aug	+0.76%	+1.35%
Sept	-4.17%	-3.34%
Q3	-6.16%	-0.63%

Health Store Sales - Q3 2019

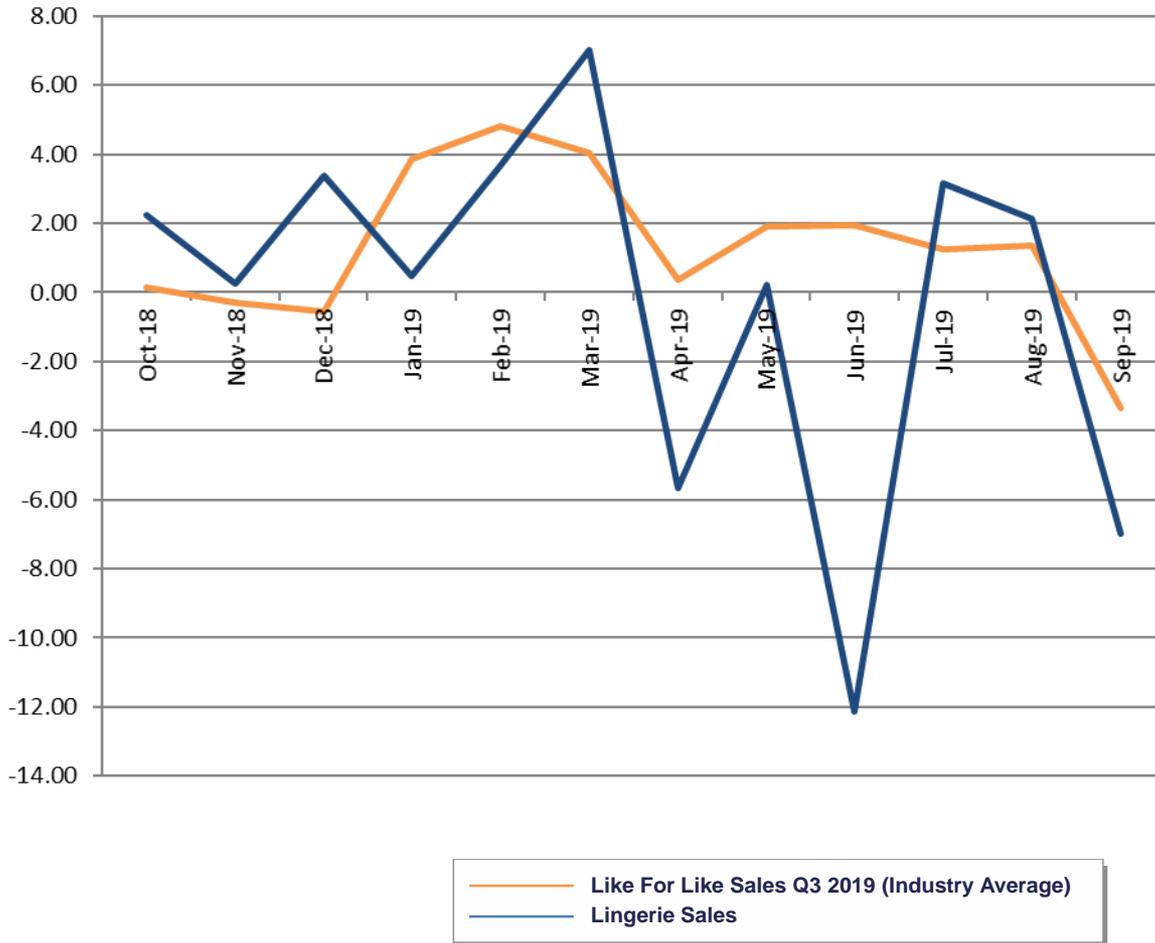
Comparable with Retail Industry Average



Q3 2019	HEALTH STORE SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	+4.12%	+1.25%
Aug	+2.16%	+1.35%
Sept	-2.99%	-3.34%
Q3	+0.89%	-0.63%

Lingerie Sales - Q3 2019

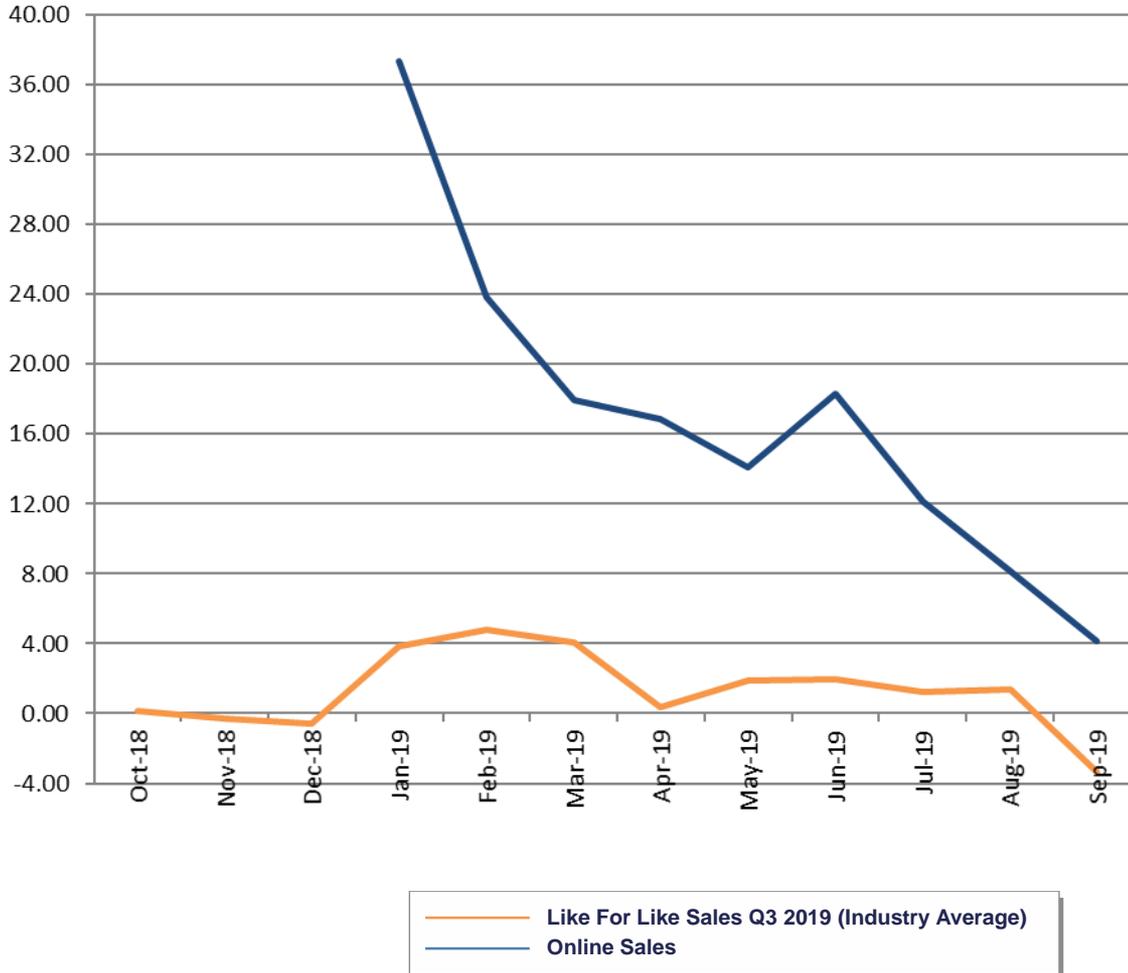
Comparable with Retail Industry Average



Q3 2019	LINGERIE SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	+3.16%	+1.25%
Aug	+2.13%	+1.35%
Sept	-6.98%	-3.34%
Q3	-1.02%	-0.63%

Online Sales - Q3 2019

Comparable with Retail Industry Average



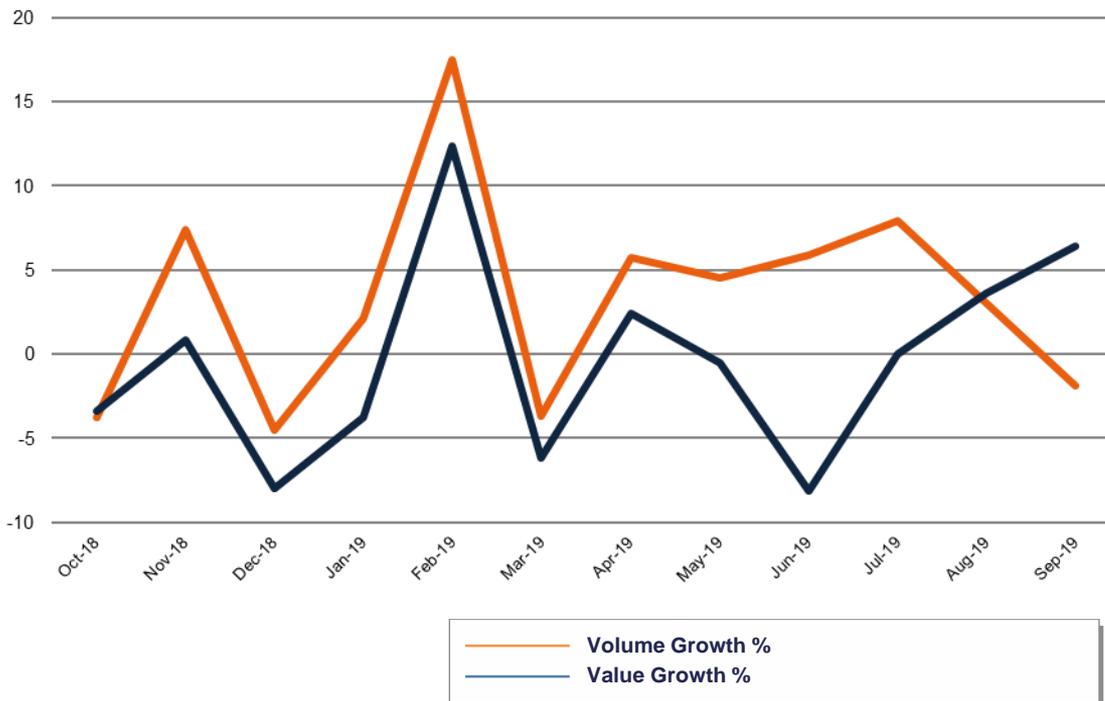
Q3 2019	ONLINE SALES	LIKE FOR LIKE SALES Q3 2019 (INDUSTRY AVERAGE)
July	+12.17%	+1.25%
Aug	+8.13%	+1.35%
Sept	+4.17%	-3.34%
Q3	+7.88%	-0.63%

Consumer Electronics (Brown Goods) Sales - Q3 2019

Value and Volume performance Year on Year - Figures include: Audio Systems, DVD Players, Flat TV & Radio Devices (Table Top), Headphones, Docking Speakers, Loudspeakers

Commentary from Nick Simon, Client Insight Director, GfK:

Q3 saw an encouraging increase in CE turnover, particularly in September, when value performance was ahead of volume, reversing the volume bias that had been seen for the preceding eleven months. The strongest performing products were Headphones/Headsets (significant increases in High End True Wireless and Noise Cancellation) and 4KTV (often priced over €1000). Smart Audio had enjoyed a threefold increase in volume in the last five years but is slowing now as the products become more mass market and cheaper alternatives become available. In other product areas, Soundbars achieved parity in Q3 against 2018, but all other sectors registered turnover declines in a range between 5% (Bluetooth Speakers) and 30% (DVD and Blu-ray).



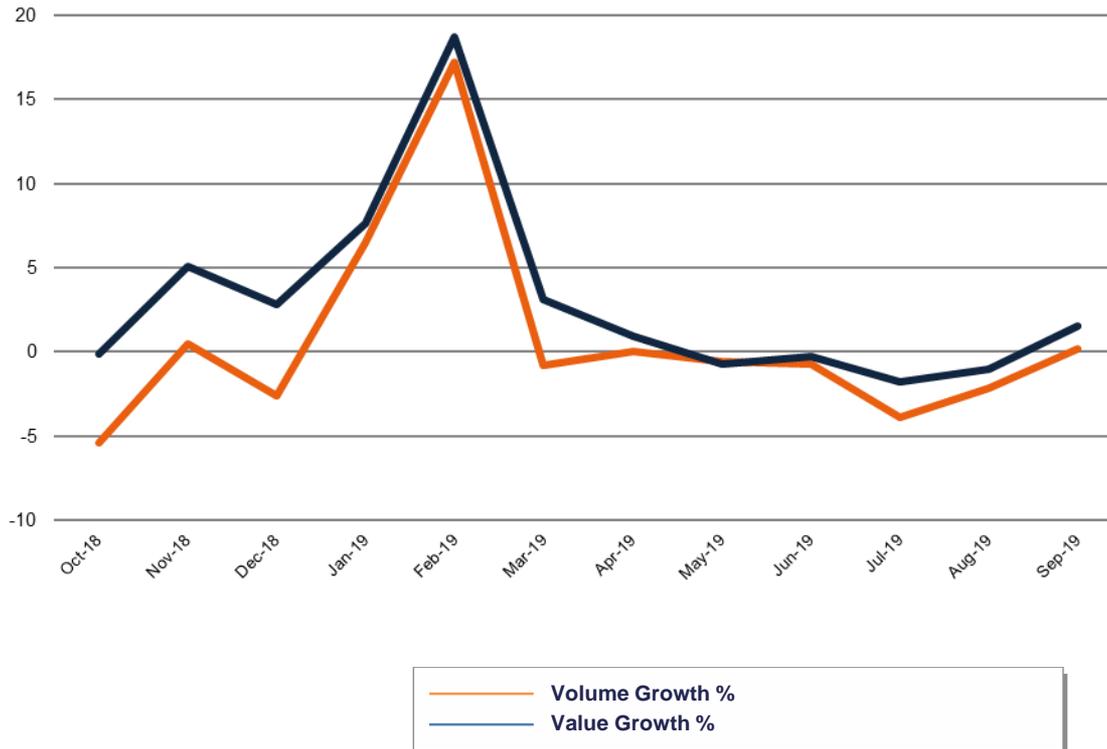
Q3 2019	Value Performance (Vs. Q3 2018)	Volume Performance (Vs. Q3 2018)
July	0.00%	+7.90%
Aug	+3.60%	+3.00%
Sept	+6.40%	-1.90%
Q3	+3.10%	+3.40%

Home Appliances (Major Appliances) Sales - Q3 2019

Value and Volume performance Year on Year (includes washing machines, tumble dryers, dishwashers, cooling, freezers, cooking, hobs, hoods and microwaves)

Commentary from **Bethan Fleming, Client Insight Manager, GfK** :

Q3 was flat in the major appliances market in terms of value, and back slightly more in terms of volume. Tumble dryers was the best performing category in value, up more than 9%. Heat pump technology helped to drive this and now accounts for 26% of Tumble Dryer market value. Washing Machines were flat for the quarter, but saw strong growth in larger capacity machines (8-10KG). Cooking, Cooling and freezers suffered during this period and sales were down around 3% each. Built-in sales consistently grew faster than freestanding in value and now account almost a third of all appliance sales. Prices rose almost 2% with the average major appliance now costing €345.



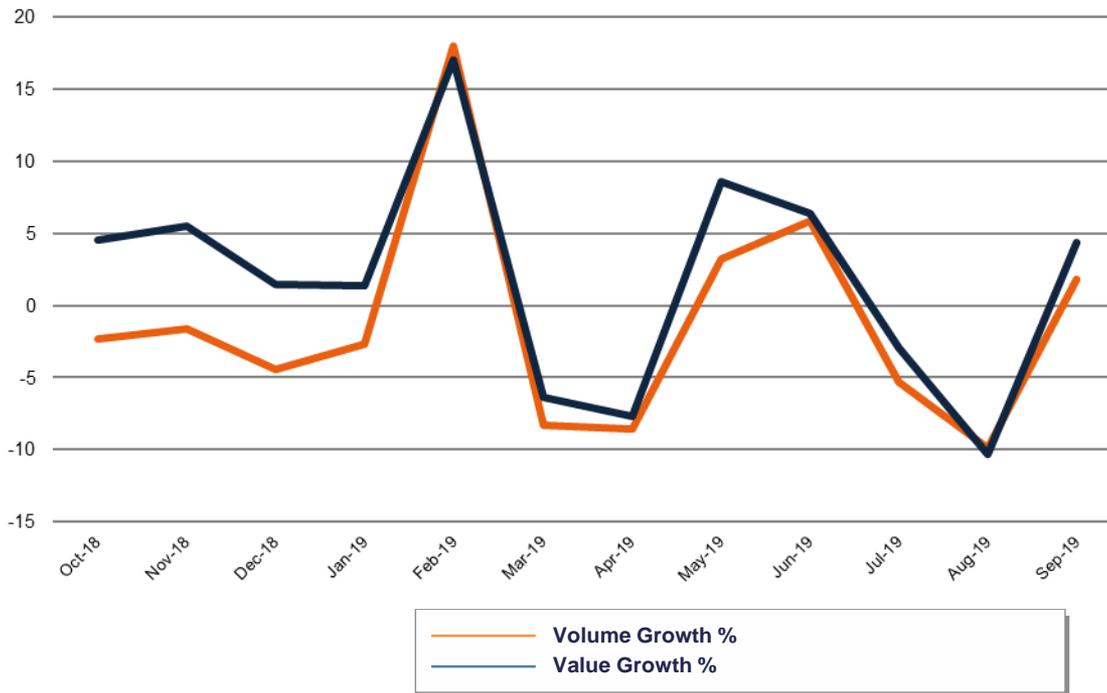
Q3 2019	Value Performance (Vs. Q3 2018)	Volume Performance (Vs. Q3 2018)
July	-1.80%	-3.90%
Aug	-1.00%	-2.20%
Sept	+1.50%	+0.20%
Q3	-0.60%	-2.20%

Home Appliances (Small Appliances) Sales - Q3 2019

Value and Volume performance Year on Year (includes irons, kettles, toasters, food preparation, shavers, hair dryers and hair stylers, hot beverage makers and vacuum cleaners)

Commentary from Helen Collins, Client Insight Director, GfK:

Q3 2019 declined by 4.7% in volume and 3.3% in value compared to Q3 2018. Food preparation continues to be the worst performing product group, down 15% in value as all sub segments including blenders, food processors, stand mixers and soup markets decline. Hair stylers is the best performer (+68%) thanks to a surge in hot air stylers. Vacuum cleaners contributed 40% of total SDA Q3 value but saw a heavy 7% decline as the growth from uprights (+51%) and Wet & Dry (+28%) were not enough to counteract the declines from handsticks (-15%) and cylinders (-2%). Hot beverage makers growth continues (+1.8%) driven predominantly from espresso full automatics and espresso pump traditional, both more premium than the declining single serve segment



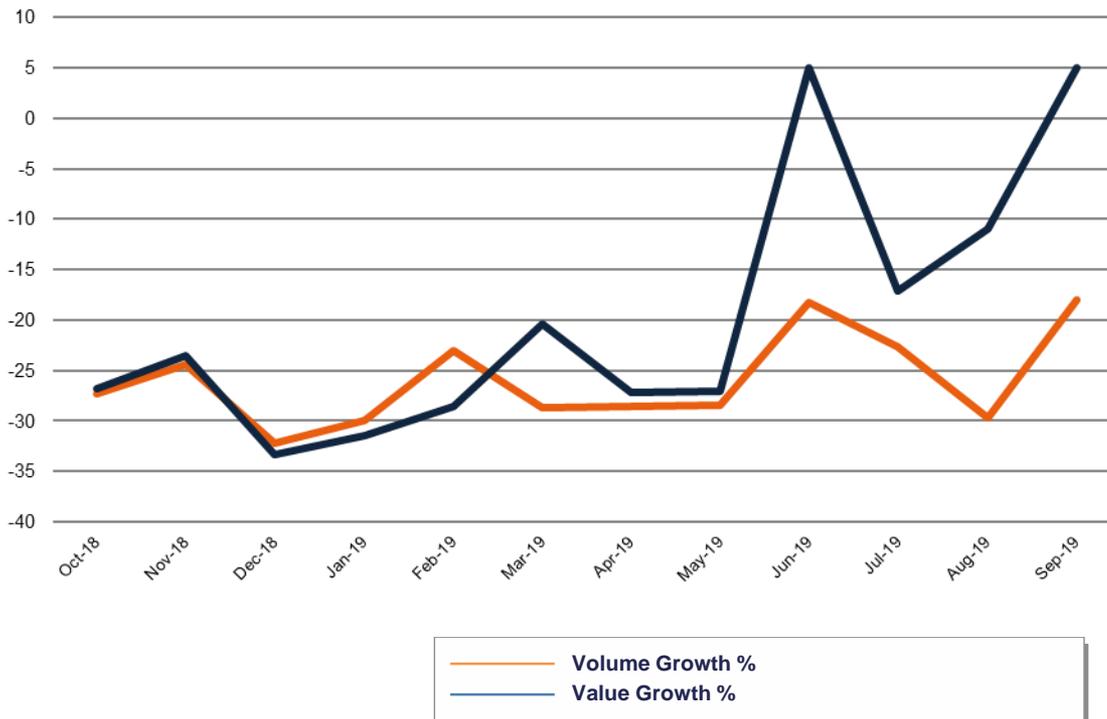
Q3 2019	Value Performance (Vs. Q3 2018)	Volume Performance (Vs. Q3 2018)
July	-2.90%	-5.30%
Aug	-10.30%	-9.90%
Sept	+4.40%	+1.80%
Q3	-3.30%	-4.70%

Digital Camera Sales - Q3 2019

Value and Volume performance Year on Year - Figures include: Fixed Lens, Bridge, CSC and SLR

Commentary from Sharanya Kanagarajh, Photo, GfK:

The Digital Cameras market continues to decline in Q3 2019. August 2019 saw the highest decline in terms of volume at -29.7% and this continued to decline at -26.5% in September. Conversely, the best value performance was in August, the month of the worst volume performance. This was driven by the launch of some new higher end models which boosted the value figure. Looking closer into the individual segments by sales value, SLR have declined by 18% and Fixed Lenses declined by 29%. On the contrary, Compact System Cameras (CSC) have experienced a 4.0% in Q3 2019 overall. In terms of volume, SLR was up 6%, while CSC was flat. This reflects a large drop in SLR average selling price, while CSC's average price has increased.



Q3 2019	Value Performance (Vs. Q3 2018)	Volume Performance (Vs. Q3 2018)
July	-17.10%	-22.70%
Aug	-11.00%	-29.70%
Sept	-17.50%	-26.50%
Q3	-15.40%	-25.90%

About Retail Excellence, Grant Thornton & GfK

ABOUT Retail Excellence

Retail Excellence is the largest retail industry trade body in Ireland. Retail Excellence aim to enhance the consumer's retail experience by developing top class retail standards and skills, and promoting a vibrant and competitive world class retail industry in Ireland.

Retail Excellence involves over 1,800 leading retail companies who operate over 13,000 stores in the Irish market.

Retail Excellence is a not for profit organisation which invests in inFebative and exciting learning, market intelligence, HRM supports, Government representation and member networking initiatives.

Retail Excellence collected this data via on-line survey response.

ABOUT GRANT THORNTON

Grant Thornton are leading Irish retail industry advisors and exclusive financial and accounting partners of Retail Excellence Ireland.

Grant Thornton is the fastest growing professional services firm in Ireland comprising over 1000 people operating from offices in Dublin, Belfast, Cork, Galway, Kildare, Limerick and Longford.

The firm's Retail team has the expertise and knowledge to provide specific solutions to their retail clients. By identifying the key drivers of value creation crucial to the success of any retail business Grant Thornton can work with clients to maximise their business potential. Services include annual audits, regular business reviews, quarterly management accounts, bank financing applications, independent business reviews, franchise/supplier agreement negotiations, benchmarking and projections.

ABOUT GfK

GfK is one of the world's largest research companies. 11,500 GfK experts are working to discover new insights about the way people live, think and shop, in over 100 markets, every day.

GfK is constantly investing to use the latest technologies and the smartest methodologies to give its clients the clearest understanding of the most important people in the world: their customers. That knowledge empowers GfK's clients to make the right decisions, and position their businesses for the future.

How do GfK gather this data?

- Data is collected via EPOS systems so minimal time commitment is involved in supplying data
- Sales data is gathered confidentially and no individual retailer's data is ever disclosed
- Exclusive lines/models are suppressed
- Reports are provided to participating retailers free of charge