

ShopperWatch November 2025

CHECKOUT



Diaspora Brand Preferences:



The Unbeatable Taste of Home:

Shoppers who have lived abroad have a powerful loyalty to Irish staples, perceiving them as far superior to foreign alternatives. This is especially true for dairy and meat, with 89% preferring Irish butter and 82% preferring Irish milk.



A Grounds for Improvement:

Coffee is the one glaring exception to the "Irish is best" rule, and it's a significant one. A third of respondents (33%) feel that coffee quality is better abroad.



Top of Mind, Top of the Wishlist:

When it comes to top-of-mind brand nostalgia, there is one clear winner. In a spontaneous recall test, Tayto crisps were the single most-missed brand (19%), mentioned almost twice as often as the next brand on the list, Barry's Tea (10%).



Reach vs. Resonance: A Brand Deep Dive:

While Kerrygold butter is the most-missed brand when prompted (74%), Tayto crisps (73%) inspire a deeper emotional connection. A massive 52% of people said they "missed it a lot," showing a more intense longing compared to Kerrygold's 44%.

ShopperWatch is a partnership between Checkout and Ipsos B&A. Each month, ShopperWatch tracks shopper opinions on retailer advertising, new product launches, and retailer and brand promotions. We surveyed over 500 Irish grocery shoppers (October) to better understand their purchasing behaviour and attitudes towards private label products.

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