

ShopperWatch January 2026

CHECKOUT



New Years resolutions



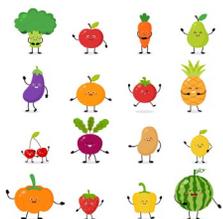
Resolutions on the Rise

52% of shoppers are setting 2026 resolutions, continuing a steady rise over the past three years.



Health Takes the Lead

Exercise (60%) and healthier eating (55%) top 2026 goals, with exercise especially pronounced in Dublin. Savings also feature (41%), ahead of learning (30%) and getting organised (28%).



The Big Plate Pivot

Among health-focused shoppers, 76% plan more fruit/veg and 84% plan less sweets/crisps; 60% will cut refined grains. More are targeting wholegrains (32%), nuts/beans (33%) and plant-based foods (30%).



January Challenges Split

Dry January participation is at 38% overall and 55% among 16-34s. 'Veganuary' remains niche at 7% overall but rises to 16% among 16-34s.

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 (December) to better understand their purchasing behaviour and attitudes in light of the new year.

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