

September 2025
Edition no. 45



Bannon **Retail Pulse**



Competitive Socialising is taking hold in Dublin

Competitive socialising has surged by 40% in the UK since 2018, and a similar trend is emerging in Ireland. Recent arrivals such as Flight Club & Pitch (Dawson St), Super Social (Leopardstown) and Lane7 (Chatham St & Dundrum) are transforming the leisure scene.

These brands have introduced a new wave of competition for large-format units exceeding 10,000 sq. ft., particularly in Dublin City Centre and major shopping

centres. Notably, competitive socialising brands often occupy challenging retail spaces such as basements and upper floors, activating previously underutilised areas and driving significant footfall.

By combining games, food and drink, they attract families, groups of friends and corporate events, boosting footfall and dwell time across the City Centre and shopping hubs.

Active Brands

LANE7

FLIGHT CLUB

SUPER SOCIAL

SANDBOX^{VR}

Pitch.

ZERO^{VR}
LATENCY VR

**hollywood
bowl**

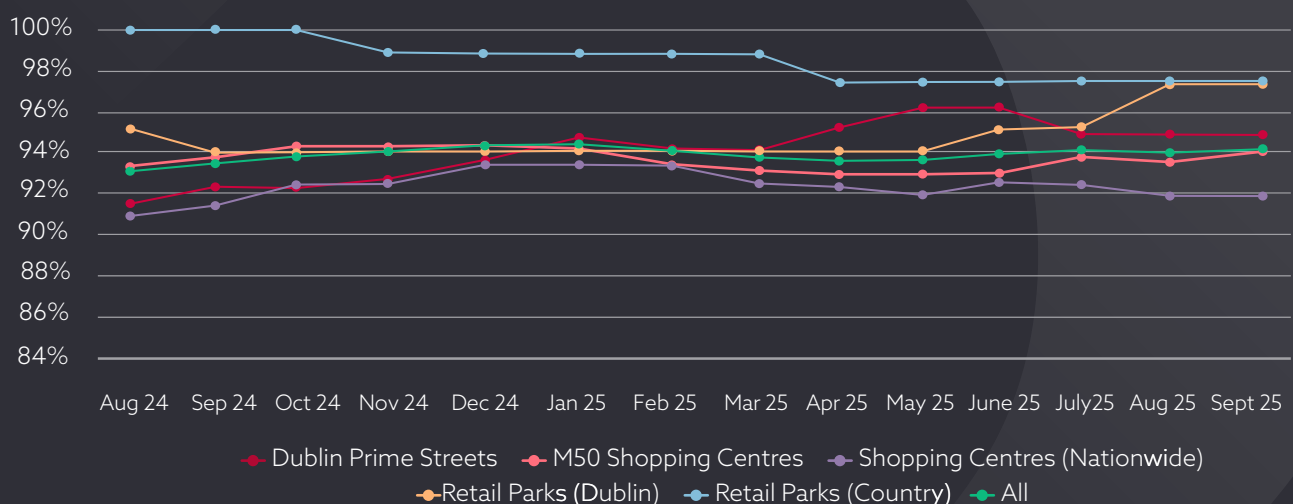
WOI
World of Illusion

MR MULLIGANS.
EAT DRINK GOLF

Puttshack

Bannon Retail Occupancy Tracker

Tracked Representative Sample



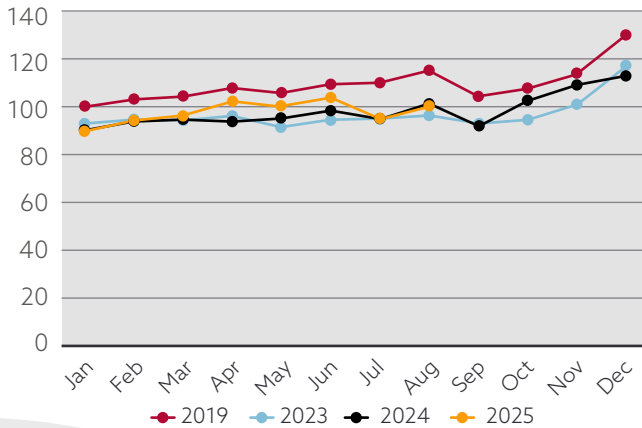
Bannon Trading Analysis

As at 31st August 2025



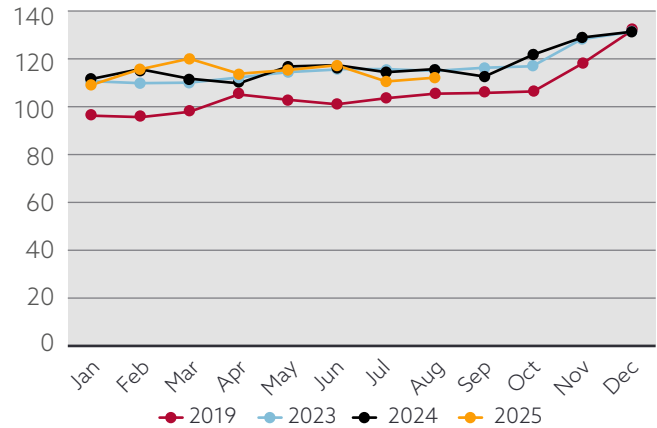
Shopping Centre Footfall

(Indexed: Based = Jan '19)



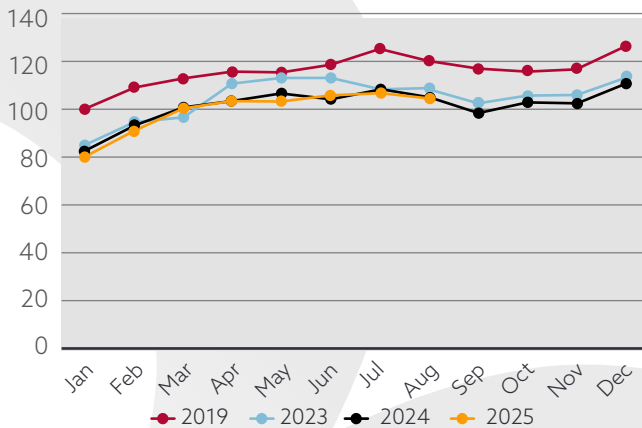
Retail Park Footfall

(Indexed: Based = Jan '19)



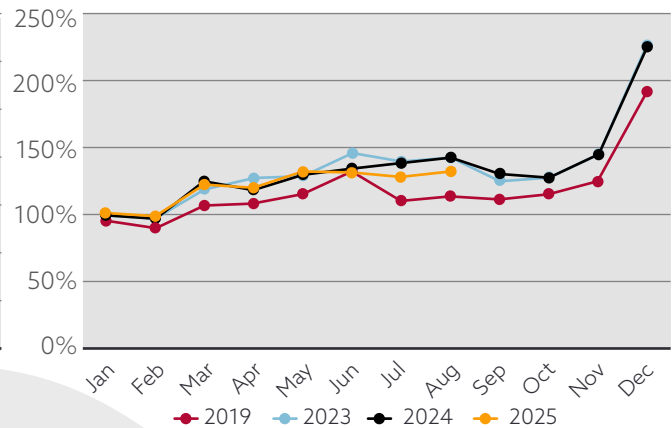
High Street Footfall

(Indexed: Based = Jan '19)



Ratio - Sales : Footfall

(Indexed: Based = Jan '19)



Footfall across our shopping centre portfolio in August 2025 was 0.9% behind August 2024. Sales for the month were 1.2% behind August 2024.



High street footfall in August 2025 was 1.9% behind August 2024 and 12.5% behind pre-COVID levels (August 2018).



Footfall across our retail park portfolio in August 2025 was 1.1% behind that of August 2024.

Data is preliminary in nature and subject to revision.

Expert Insight

By Neil Bannon



Time to call an end to the *Cost of Living* Crisis

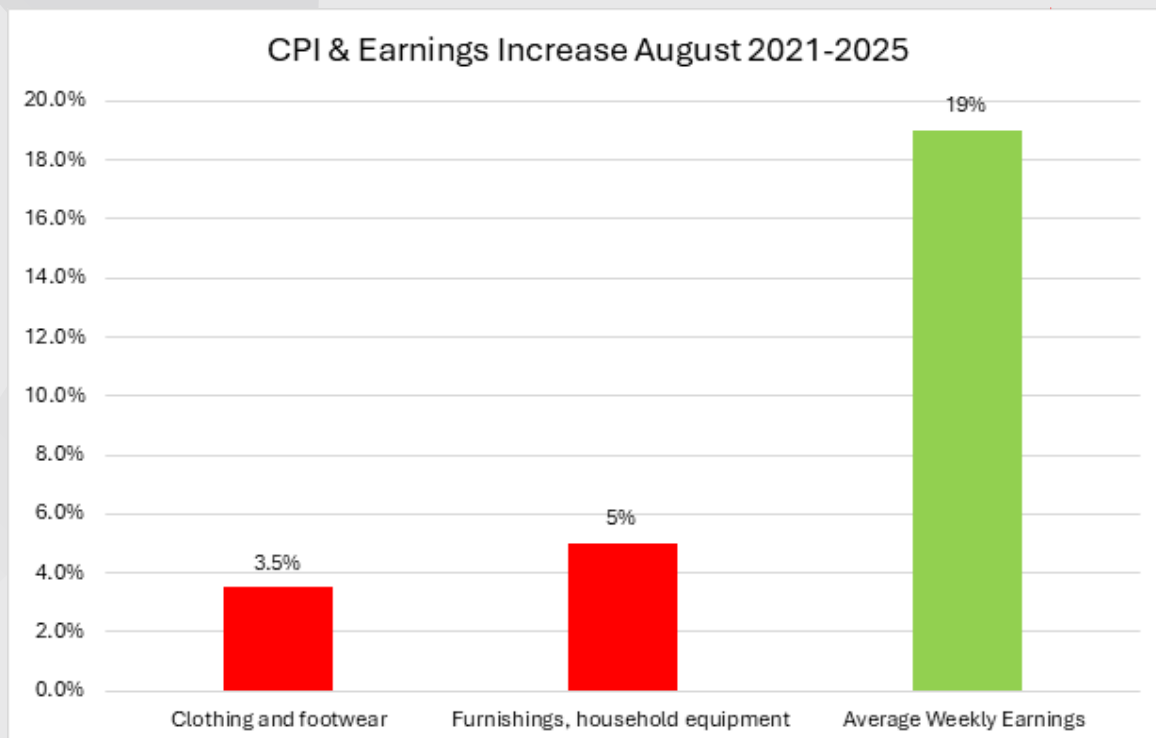
In Ireland we love a crisis.

Celtic Tiger housing affordability crisis- rising house prices bad, the financial crisis - falling house prices bad, the current housing crisis - rising house prices bad again, the emigration crisis - people leaving bad, the immigration crisis - people arriving bad, the deflation crisis - prices dropping bad and the latest one is the cost of living crisis - prices rising bad.

The data however would suggest it may be time to find a new crisis. Total inflation as measured by the Consumer Price Index over the last 2 years has been 3.6% (i.e. less than 1.8% per annum). As highlighted by John Fitzgerald in the Irish Times recently, the focus on food price inflation ignores the fact that this represents less than 15% of peoples budget and most costs in the economy have now moderated. At the same wage growth has outstripped price inflation consistently over the last 2 years, indeed over the last 10 years wages have grown by 45% versus inflation of 24% which in macro terms is hard to describe as a crisis of affordability.

If we consider retail sectors specifically relevant to the shopping centre and retail park market over the last four years, a period that includes the inflation spike during late 2021 & the summer of 2022, the rise of prices is very modest. Looking at Clothing & Footwear prices in August 2025 were only 3.5% higher than 4 years earlier in August 2021, i.e. inflation of well under 1% per annum. In the retail park sector Furnishing and Household equipment prices are 5% higher over the same period, inflation of just over 1% per annum. In contrast during the same period wages have risen by 19%.

Our next crisis could be the lack of available shops with vacancy rates low across all busy shopping locations we should spare a thought for the expansionary retailers with nowhere to go.



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