



SWORDS
PAVILIONS

NORTH DUBLIN'S PREMIER SHOPPING DESTINATION

DUBLIN

A YOUNG & COSMOPOLITAN CITY



AT THE HEART OF NORTH DUBLIN

WELCOME TO SWORDS PAVILIONS

SWORDS PAVILIONS IS THE LEADING RETAIL AND LEISURE DESTINATION SERVING THE NORTHERN SUBURBS OF DUBLIN.

CONVENIENTLY LOCATED BESIDE THE M1 MOTORWAY AND SEAMLESSLY CONNECTED TO SWORDS' VIBRANT HIGH STREET, THE CENTRE SITS AT THE HEART OF ONE OF IRELAND'S FASTEST-GROWING COUNTIES.

ORIGINALLY OPENED IN 2001 AND EXPANDED IN 2006, SWORDS PAVILIONS NOW OFFERS APPROXIMATELY 47,380 SQ M (510,000 SQ FT) OF RETAIL AND LEISURE SPACE.

THE CENTRE IS ANCHORED BY DUNNES STORES, SUPERVALU, AND PENNEYS, AND IS HOME TO 97 SHOPS AND RESTAURANTS, AN 11-SCREEN CINEMA, AND 2,000 CAR PARKING SPACES – MAKING IT A TRUE DESTINATION FOR SHOPPING, DINING, AND ENTERTAINMENT.



1.5
MILLION
DUBLIN CITY & COUNTY
POPULATION

2.0
MILLION
POPULATION OF THE
GREATER DUBLIN AREA

DID YOU KNOW

63%
OF THE CATCHMENT
IS UNDER THE AGE OF 44

SOURCE: CSO



100

SHOPS AND
RESTAURANTS

11

SCREEN
CINEMA

2000

CAR PARKING SPACES



10.5

MILLION

ANNUAL VISITOR FOOTFALL

VISITOR FOOTFALL BY ACORN
CATEGORY (TOTAL CATCHMENT)

13% ESTABLISH AFFLUENCE

22% THRIVING NEIGHBOURHOODS

29% STEADFAST COMMUNITIES

24% STRETCHED SOCIETIES

12% LOW INCOME LIVING

SOURCE: CACI 2025 CONSUMER RESEARCH

80,000

SOCIAL MEDIA FOLLOWERS



47,380

SQ M OF RETAIL AND LEISURE SPACE



KEY

- SWORDS PAVILIONS
- LUAS GREEN LINE
- LUAS RED LINE
- DART LINE
- PROPOSED METRO LINE



640,000

12.4% OF IRELANDS POPULATION
LIVE IN CATCHMENT

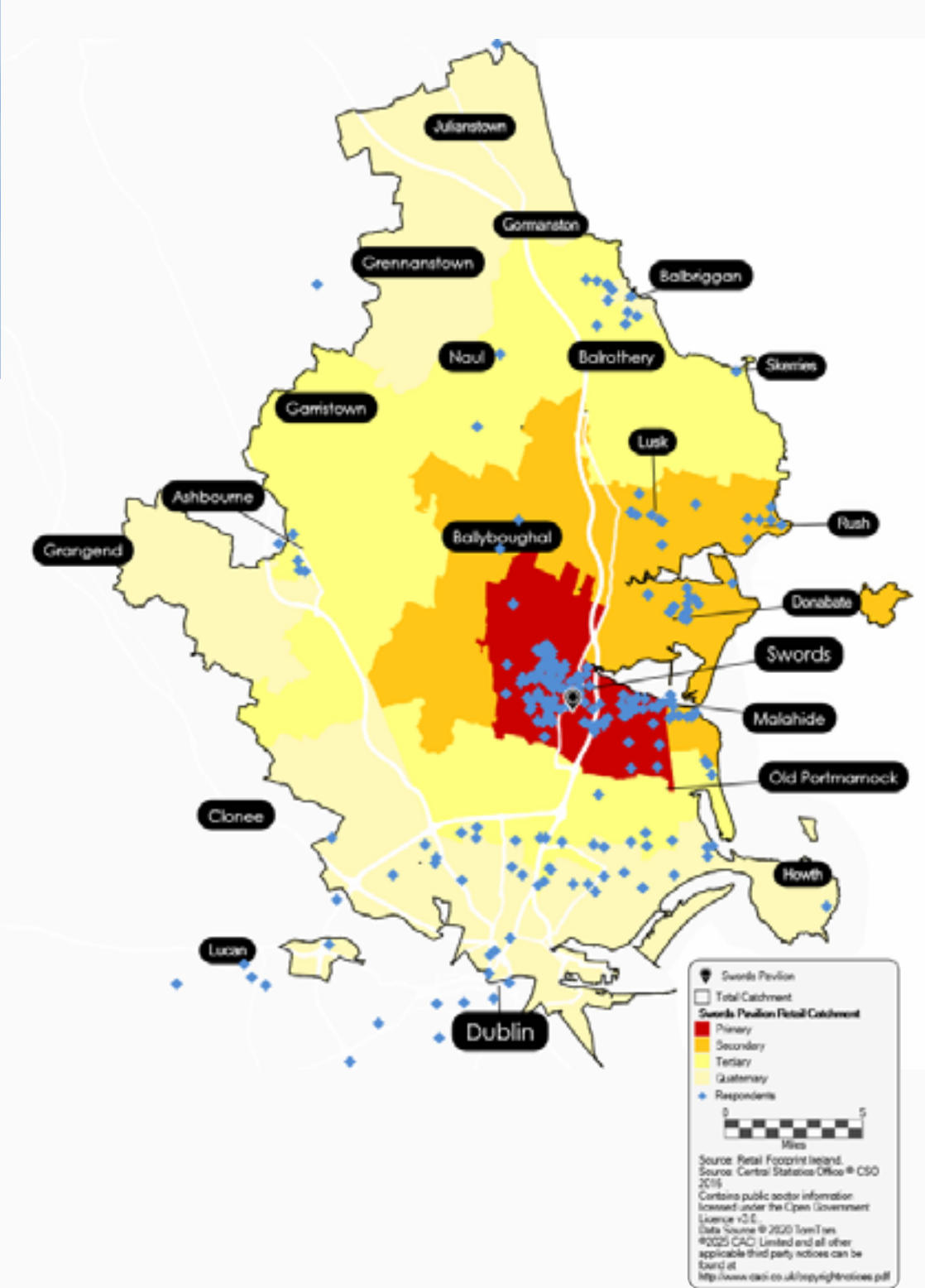
3RD

LARGEST POPULATION IN
COUNTRY LIVE IN CATCHMENT

34

CATCHMENT AVERAGE AGE –
YOUNGEST CATCHMENT IN IRELAND

SOURCE: CSO



CATCHMENT PROFILE

70%
PRIMARY

7%
QUATERNARY

11%
SECONDARY

12%
BEYOND

12%
TERTIARY

SOURCE: CACI 2025 CONSUMER RESEARCH

67

AVERAGE VISITS
PER YEAR

98

MINS
AVERAGE
DWELL TIME

64%

OF VISITORS ARE FROM
TOP THREE ACORN
CATEGORIES

(ESTABLISH AFFLUENCE,
THRIVING NEIGHBOURHOODS,
STEADFAST COMMUNITIES)

SOURCE: CACI 2025 CONSUMER RESEARCH

SHOPPER PROFILE

59%

OF SHOPPERS ARE IN
THE HIGH SPENDING
16-44 AGE BRACKET

€128

AVERAGE TOTAL SPEND
PER VISITOR

82%

AVERAGE RETAIL
CONVERSION RATE

SOURCE: CACI 2025 CONSUMER RESEARCH

40%

MALE SHOPPERS

60%

FEMALE SHOPPERS

SOURCE: CACI 2025 CONSUMER RESEARCH



SHOPPER AGE DEMOGRAPHIC

20% 18-24

22% 25-34

17% 35-44

15% 45-54

12% 55-64

14% 65+

SOURCE: CACI 2025 CONSUMER RESEARCH

RETAIL & FASHION

next *H&M*

PENNEYS RIVER ISLAND

JD **schuh** *Boots*

TOMMY  HILFIGER

NEW OPENINGS


Dylan Oaks



**SPORTS
DIRECT**

LOVISA



ANCHORS

DUNNES
STORES

SuperValu

T.K. maxx

ZARA

movies
@
SWORDS



RESTAURANTS & LEISURE



FIVE GUYS

bb's
coffee #muffins



STARBUCKS



Nando's

COSTA

zaytoon

Butlers
CHOCOLATE MASTERS SINCE 1932

noah & co.



LATEST OPENINGS

Dubray
UMAI



**ZERO
LATENCY**

**LEISURE
BOX**
YEAR-ROUND POP UP ACTIVITIES

RESTAURANT QUARTER

OUR RESTAURANT QUARTER, ON THE UPPER LEVEL NEXT TO MOVIES@SWORDS, INCLUDES MILANO, FIVE GUYS AND ASAHI WHICH ALL MAKE UP OUR 23 RESTAURANTS AND CAFES ACROSS THE CENTRE.



39

MINS

AVERAGE F&B
DWELL TIME

€22

AVERAGE F&B
SPEND

52%

AVERAGE F&B
CONVERSION RATE

SOURCE: CACI 2025 CONSUMER RESEARCH





WWW.PAVILIONS.IE

 **SWORDS_PAVILIONS**

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