



December 2021

Seasonal Spending Habits (Autumn/Winter) - Ireland

“COVID-19 continues to cause Irish shoppers concern, but with greater financial health among consumers in 2021 and consumers overall feeling less threatened by the pandemic, seasonal spending, particularly for Christmas, is likely to improve in 2021 compared to 2020.”

– **Brian O’Connor, Senior Consumer Analyst**

September 2021

Radio and Listening Habits - Ireland

“COVID-19 has changed how consumers engage with radio and audio content, shifting more listening to in the home, while also helping to drive usage of streaming services. Moving forward, as more consumers adopt faster broadband and smart speakers, it will help to further boost overall usage of radio and digital ...