



January 2021

Supermarket Retailing - Ireland

“COVID-19 has helped to uplift grocery sales value in 2020 as consumers stockpiled and spent more time at home, driving the need for groceries. However, moving forward with increased unemployment and more financial strife, it is likely that consumers will turn more towards value own-label and discounter products to make ...

July 2020

Mobile Phones: Inc Impact of COVID-19 - Ireland

“COVID-19 in the short term has likely helped to boost overall usage of smartphones as the need to keep in touch with loved ones via chat apps and social media during the lockdown will have helped to drive usage. However, with most consumers forced to stay at home, it may ...

May 2020

Automotive Retailing: Inc Impact of COVID-19 - Ireland

“Before COVID-19 hit, the majority of Irish consumers said that they intended to buy a car within the next two years. The situation now looks very different. The shutdown of retail outlets will already have had a huge impact on car sales: although at the time of writing there were ...

March 2020

Online and Mobile Retailing - Ireland

“The online market continues to grow in Ireland gaining its share of the wider retail market. The growth in mobile commerce is helping to boost online sales while also impacting the ownership of other internet-enabled devices including laptop/tablets etc. The advanced capabilities of smartphones coupled with the rollout of ...