

# Online and Mobile Retailing - Ireland - March 2013

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## This report looks at the following areas:

- What impact has the current economic climate had upon Irish consumers' shopping habits?
- Are concerns regarding online security affecting consumer decisions to shop online?
- How often do Irish consumers shop online and through mobile devices?
- What are consumers purchasing through mobile devices and online?
- Are Irish consumers embracing online and mobile shopping?

With personal finances remaining weak, Irish consumers are becoming increasingly price sensitive and, as a result, they are actively seeking out the best value for money when making a purchase. Online channels and internet-enabled mobile devices are making this process much easier as Irish consumers can research and compare prices, and make a purchase on-the-go.

This report examines the online and mobile retailing sector throughout the island of Ireland, and highlights Irish consumers' usage of and attitudes towards online and mobile retailing and the frequency with which they purchase through such platforms.



"Online and mobile retailing will continue to grow as an industry due to Irish consumers increasingly purchasing goods and services via these mediums to save money. As such, these channels will become ever more crucial to the success of retailers throughout Ireland."

- James Wilson, Research Analyst

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