

## Online and Mobile Retailing - Ireland - March 2019

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“As smartphones continue to improve and develop greater capabilities, consumers are becoming increasingly dependent on these devices for online shopping. Looking at the next five years, online and mobile retailing expenditure for Ireland is expected to witness continued strong growth. However, Brexit casts an uncertainty on cross-border retailing which could impact online sales.

– **Emma McGeown, Research Analyst**

This report looks at the following areas:

- **Eight in 10 NI consumers shop online**
- **Consumers worried they will not be able to online shop post-Brexit**
- **5G rollout set for 2019 as the National Broadband Plan gets hit with another delay**
- **Irish smartphone users on the rise**

The online and mobile retail market has witnessed significant growth in recent years with expenditure projected to continue upwards in the next five years. This growth is being driven by a combination of factors including high smartphone ownership, increasing dependency on the internet, growing usage of digital payment platforms, and improvements to mobile internet infrastructure notably the rollout of 5G across Ireland in 2019.

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