



Apps and Applications – Ireland – July 2013

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This report looks at the following areas:

- What are Irish consumers using apps and applications for?
- How are Irish consumers accessing apps and applications?
- Have Irish consumers embraced apps and applications?
- What drives or inhibits Irish consumers' usage of apps and applications?
- Who are the key players in the apps and applications market in Ireland?

The ever-increasing number of apps and applications being released that enable consumers to perform everyday activities reflects Irish consumers' desire for greater convenience within their lives. As such, these apps represent a viable channel through which companies and brands can extend their reach among Irish consumers and create additional revenue streams.

This report examines the apps and applications industry throughout the island of Ireland, and highlights the type of apps and applications that Irish consumers use, what they are willing to pay for and their attitudes towards apps and applications.



"Usage of apps and applications in Ireland will continue to grow as they offer time-pressed consumers a convenient way to perform everyday tasks. As consumers become accustomed to conducting daily activities through apps and applications, the companies and brands able to provide these utilities will be best placed to maximise the potentially lucrative opportunities they present."

– James Wilson, Research Analyst

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