

Online and Mobile Retailing - Ireland - March 2014

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This report looks at the following areas:

- What is the value of the online and mobile retailing sector in Ireland?
- How often do Irish consumers shop online and through mobile devices?
- What types of products and services are Irish consumers buying online?
- What would encourage Irish consumers to shop online more frequently?
- How has the economic environment impacted Irish consumers' shopping habits?

The longer hours Irish consumers are working have resulted in less time to engage in leisure shopping; thus creating a greater demand for increased convenience when purchasing goods and services. Combined with the increasing ownership of internet-enabled mobile devices, this provides retailers operating in Ireland with the opportunity to grow retail sales from online and mobile channels.

This report examines the online and mobile retailing sector throughout the island of Ireland, and highlights the frequency with which Irish consumers shop online and through mobile channels, what goods and services they purchase through them and their attitudes towards online and mobile retailing.



"Innovative delivery methods can evolve the 'click and collect' concept and increase the speed and ease with which consumers can receive goods ordered online. Solutions such as these can help retailers to create a unique point of difference and grow retail sales through online and mobile channels."

– James Wilson, Research Analyst

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