

## Online and Mobile Retailing - Ireland - March 2015

Report Price: £1095.00 | \$1773.30 | €1390.99

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“Irish consumers appear to be enthusiastic about buying online from locally-based retailers. An increased supply of Irish online retailers would not only serve to boost consumers’ use of online and mobile retail, but would ensure that more of consumers’ online expenditure remains in the local economy, instead of flowing out of the country to overseas retailers.”  
– David Falls, Research Analyst

### This report looks at the following areas:

- What devices do Irish consumers use to purchase items online?
- What types of products and services are Irish consumers buying online?
- What are consumers’ delivery preferences?
- What impact will the introduction of the postcode system in ROI have upon online retail?
- What is the value of the online and mobile retail sector in Ireland?

Increasing internet connectivity and growing ownership of internet-enabled mobile devices means that Irish consumers can access and purchase items from online stores with greater ease than ever, whilst providing online retailers with the opportunity to grow sales via online and mobile channels. However, in order to capitalise on this, online retailers will have to provide more value-added benefits to consumers, and ensure that a seamless experience is offered across the range of devices that consumers use in their purchasing journey.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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