

Online and Mobile Retailing - Ireland - March 2016

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“Irish consumers are interested in click-and-collect services, receiving goods at work and by drones. This is being driven by longer working hours and means retailers will need to be increasingly flexible to enable consumers to specify a delivery location and time of their choice and even change it at the last minute to better fit into their busier lifestyles.”

– James Wilson, Research Analyst

This report looks at the following areas:

- Which devices are Irish consumers using to shop online and what are they buying?
- Which types of delivery methods are Irish consumers using to receive goods?
- What would encourage Irish consumers to shop online more often?

Clothing, footwear and accessories are the most popular items being purchased online. Indeed, 43% of Irish consumers prefer to look at products in-store before buying them online, indicating that showrooming (viewing items in-store before purchasing online) is common in Ireland. Tourism-related services, such as flights and hotels, and physical media (eg books, CDs and DVDs) are also popular items bought online.

There is a strong preference among Irish consumers for having goods delivered to their homes. There is also interest in click-and-collect services, having items delivered by drone and to work and other places (eg gym lockers, car boots, transport hubs). This is being driven by the longer hours that Irish consumers are working and the generally busier lifestyles that they are leading. However, speed of delivery is not as important as cost savings and going forward the challenge for retailers is to reduce the cost of delivering goods ordered online to maintain their price advantage over high street retailers and thus provide consumers with the price value that they are looking for.

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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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