



March 2018

Online and Mobile Retailing - Ireland

“While the majority of Irish consumers find it easier to shop online via a standard website compared to a dedicated app, difficulties encountered during the checkout phase often lead consumers to abandon an online purchase. This indicates that there remains scope for retailers to further improve website navigation and payment ...

February 2018

Beauty & Personal Care - Ireland - Ireland

“The Irish beauty and personal care market is largely driven by new product developments, technology-led innovations and the digital world of social media. With consumers looking for good value for money, mass-market brands dominate the market across many personal care and beauty segments. Nevertheless, BPC shoppers are prepared to pay ...