

The Night In - Ireland - February 2021

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This report looks at the following areas:

- What impact has COVID-19 had on the night in?
- What types of activities do Irish consumers participate in? Has COVID-19 influenced these?
- What long-term impacts is COVID-19 likely to have on the types of night in activities consumers engage in?
- Will consumers resume their typical night out habits post-COVID-19?

COVID-19 has driven Irish consumers to spend most (if not all) of their evening leisure time at home in 2020 and into 2021 as the lockdown continues to restrict access to night-out activities. This is creating some pent-up demand for a night out, with a restaurant trip being a key post-lockdown activity that consumers have indicated.

Consumers are utilising their extra in-home time to engage in more activities across the board, with a strong level of them noting greater usage of streaming media services – with live TV also seeing strong usage in 2020.

Outside of COVID-19, Irish consumers are shown to be likely to opt for a night-in as a cheaper alternative to a night out. Economic disruption caused by Brexit and COVID-19 could see consumers remain indoors for activities past the point of lockdown ending.



“COVID-19 has dramatically shifted spending from night-out activities to in-home activities as consumers continue to show concern relating to virus exposure, and lockdowns prevent consumers from engaging in entertainment out of home. Big winners in this regard have been streaming services and online shopping for leisure which have seen brisk uplift.”

– Brian O’Connor, Senior

Consumer Analyst
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