

Online and Mobile Retailing - Ireland - March 2021

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and ecommerce.
- The impact of Brexit and concerns surrounding delivery and custom fees to Ireland.
- The categories benefiting from the boost of online shopping and those struggling.
- The opportunities and threats for the online retail market going forward.

Prior to COVID-19, ecommerce was already well engaged in NI and picking up pace in RoI, however, 2020 saw a dramatic increase in online sales with grocery retailing a fast-growing category. This is driven by both new consumer entrants and existing purchasers buying more. Indeed, some 40% of NI and 25% of RoI consumers had bought groceries online in the three months to January 2021 – a significant increase from 2020's usage of online groceries (32% NI, 13% RoI).

Store closures and social distancing measures resulted in consumers feeling anxious about in-store shopping and as such encouraged greater activity with online shopping, particularly among older consumers. This necessary switch to online has resulted in 54% of NI and 57% of RoI consumers agreeing that 'COVID-19/coronavirus has made me more confident shopping online' with four in 10 going as far as to say, 'If possible, I would do all of my shopping online'. This has resulted in a permanent gain for ecommerce and will likely last for many years to come.



"COVID-19 has drastically propelled consumers' engagement with online shopping. As a result of store closures and mounting anxiety about in-store shopping, more shoppers moved online and there has been significant infrastructure investment to support future demands."

– Emma McGeown, Senior Food & Drink Analyst

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- COVID-19: market context
- Issues covered in this Report

EXECUTIVE SUMMARY

- The market
- Online sales boom in 2020
Figure 1: Estimated online and mobile retail expenditure, NI and RoI, 2016-26
Figure 2: Expected impact of COVID-19 on online and mobile retailing, short, medium and long term, 19 March 2021
- Concerns mount that Brexit will cause price hikes
- Online demand threatens the high street
- Who's innovating?
- The consumer
- Laptop/desktop and smartphone usage narrows for online shopping
Figure 3: Usage of devices to shop online in the last three months, by location, NI and RoI, January 2021
- Clothing was the most purchased item online
Figure 4: Items/services bought online in the last three months, NI and RoI, January 2021
- Data breaches and privacy concerns need to be addressed
Figure 5: Agreement with statements related to online and mobile retailing, NI and RoI, January 2021
- What we think

THE MARKET – KEY TAKEAWAYS

- Online sales boom in 2020
- Brexit adds to uncertainty with consumers worried about price hikes
- Online demand threatens the high street

MARKET SIZE AND FORECAST

- Short-, medium- and long-term impact on the industry
Figure 6: Expected impact of COVID-19 on online and mobile retailing, short, medium and long term, 19 March 2021
- Lockdown:
- Re-emergence:
- Recovery:

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Online shopping boost sees sales soar in 2020**

Figure 7: Estimated online and mobile retail expenditure, Iol, NI and RoI, 2016-26

Figure 8: Online sales as a percentage of all retail sales, Q1 2019-Q4 2020

Figure 9: Indexed online and mobile retail expenditure, NI and RoI, 2016-26

- **Lessons learned from the last recession**

Figure 10: Estimated value of online and mobile retail sales, NI and RoI, 2008-12

MARKET DRIVERS

- **Brexit causes price hike concerns**

Figure 11: Agreement with the statement 'I am worried that it will be more expensive to buy goods online from NI/Irish retailers post-Brexit', NI and RoI, January 2021

- **Consumer confidence is fragile, and spending continues to slow**

Figure 12: Consumer agreement with the statements 'I'm trying to add to my savings' and 'I'm finding it harder to make ends meet', Iol, June 2020 and January 2021

- **At-home purchases increase in 2021**

Figure 13: Netted online purchases in the last three months, by location, NI and RoI, November 2019 vs January 2021

- **Online shopping boom brings more struggles to the high street**

Figure 14: Consumer agreement with the statements 'I am shopping more online' and 'I am using click-and-collect more', Iol, March 2020-February 2021

- **Smartphone purchases on par with desktop/laptop computers**

Figure 15: Devices used to make a purchase online in the last three months, NI and RoI, January 2021

Figure 16: Usage of devices to shop online in the last three months, NI and RoI, 2016-21

- **5G usage remains low**

Figure 17: Consumers who are currently using a 5G network, NI and RoI, April 2020

Figure 18: Reasons why consumers would switch to a 5G network, NI and RoI, April 2020

COMPANIES AND INNOVATIONS – KEY TAKEAWAYS

- **Group shopping trips move online**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **Tesco drone deliveries get trialled in Ireland**
- **AI becomes vital during the pandemic**

WHO'S INNOVATING?

- **Group shopping trips move online**
- **Google provides online help to SMEs in Ireland**
- **Tesco drone deliveries get trialled in Ireland**
- **Assisting the vulnerable via online solutions**

Figure 19: Disagreement with the statement 'COVID-19/ coronavirus has made me more confident shopping online', by age, NI and RoI, January 2021

- **AI expected to cut down on returns**

COMPANY PROFILES

- **Pureplay retailers**
- **Amazon**
- **ASOS**
- **Boohoo**
- **eBay**
- **The Very Group**
- **Multichannel retailers**
- **Arnotts**
- **Harvey Norman**
- **Next**
- **Sainsbury's/Argos**
- **Tesco**

THE CONSUMER – KEY TAKEAWAYS

- **Laptop/desktop and smartphone usage narrows for online shopping**
- **Clothing was by far the most purchased item online**
- **Data breaches and privacy concerns need to be addressed**

COVID-19 AND CONSUMER BEHAVIOURS

- **COVID-19 curbs on-the-go shopping**

Figure 20: Agreement with statements related to online and mobile retailing, NI and RoI, January 2021

Figure 21: Consumer agreement with the statement 'I am shopping more from local businesses', RoI, March 2020–February 2021

- **COVID-19 prompts more confidence with online shopping**

Figure 22: Agreement with statements related to online and mobile retailing, NI and RoI, January 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 23: Consumers who are spending more or less time online shopping compared to 12 months ago, NI and RoI, January 2021

DEVICES USED TO SHOP ONLINE

- **Laptop/desktop device most popular for at-home purchases**

Figure 24: Usage of devices to shop online in the last three months, by location, NI and RoI, January 2021

- **Younger consumers more likely to use smartphones**

Figure 25: Consumers who used a smartphone to make a purchase online at home in the last three months, by age, NI and RoI, January 2021

Figure 26: Consumers who used a laptop/desktop to make a purchase online at home in the last three months, by age, NI and RoI, January 2021

- **Out-of-home online shopping decreases amongst most devices**

Figure 27: Online purchases made out of home in the last three months, by device, November 2019 vs January 2021

ITEMS PURCHASED ONLINE

- **Clothing remains the top purchase made online**

Figure 28: Items/services bought online in the last three months, NI and RoI, January 2021

- **Women were more likely to buy clothes online**

Figure 29: Consumers who have bought clothes online in the last three months, by gender, NI and RoI, January 2021

Figure 30: Consumer comfort levels with trying on clothing/footwear in-store, RoI, July-November 2020

- **Travel services and entertainment purchases online are down**

Figure 31: Consumers who have bought entertainment tickets (eg cinema, concerts) and travel services (eg flights, hotels) in the last three months, NI and RoI, November 2019 vs January 2021

Figure 32: Activities that consumers are most looking forward to once the current social distancing measures are relaxed, RoI, February 2021

- **Takeaway food purchases made online increased in 2020**

Figure 33: Consumers who have bought takeaway food/home delivery in the last three months, NI and RoI, November 2019 vs January 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 34: Consumer agreement with the following question 'Since the COVID-19 outbreak, have your priorities changed for eating healthy?', lol, May 2020 and February 2021

ONLINE DELIVERY METHODS

- **Almost nine in 10 consumers using home delivery**

Figure 35: Types of delivery used by consumers when shopping online in the last three months, NI and Rol, January 2021

- **Home deliveries driven by older consumers**

Figure 36: Consumers who have had a product delivered to their home (eg AddressPal, Amazon Prime) in the last three months, by age, NI and Rol, January 2021

Figure 37: Consumers who have bought takeaway food/home delivery in the last three months, NI and Rol, November 2019 vs January 2021

BEHAVIOURS TOWARDS ONLINE AND MOBILE RETAILING

- **Brexit causes significant concerns**

Figure 38: Agreement with statements related to online and mobile retailing, NI and Rol, January 2021

- **Eight in 10 would delay deliveries for free postage**

Figure 39: Agreement with the statement 'Cheaper/free delivery charges make me willing to wait a little longer for deliveries', by gender, NI and Rol, January 2021

- **Environmental concerns see consumers move away from physical goods**

Figure 40: Agreement with the statement 'I think it's more environmentally friendly to opt for digital over physical media', NI and Rol, January 2021

- **Data breaches put off seven in 10 consumers**

Figure 41: Agreement with the statement 'I would be less inclined to shop with a company that has experienced a data breach', by work status, NI and Rol, January 2021

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Data sources**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.