

Savings - Ireland - January 2016

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"After a prolonged period of time in which consumers' motivation to save far exceeded their financial capacity to save, consumers now finally have far greater capacity to start saving or add to existing savings."

– Brian O'Connor, Senior Consumer Analyst

This report looks at the following areas:

- Investments yet to catch the eye of Irish consumers
- Future growth to come from occasional rather than regular savers
- Consumers to stick with easy access accounts until returns improve

After a relatively prolonged period of minimal growth, the Irish savings account market has now entered a period of what will likely be stronger, steadier and sustained growth. As a result of economic recovery, job creation and increasing household income, consumers once again have the capacity to save – particularly in RoI – although buoyant consumer confidence may be reducing consumer motivation for precautionary saving.

In addition, low interest rates on savings mean there is little financial incentive to save. Overall, though, the expectation is that savings will grow strongly between now and 2021 (particularly in RoI). Consumer data (Toluna, November 2015) indicates that around a third of all consumers expect to maintain their current level of saving in the coming six months, while around four in 10 consumers expect to increase their savings in the same period. Mintel believes this to be a good indicator of where the market is headed.

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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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 An Post
 Savings products
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