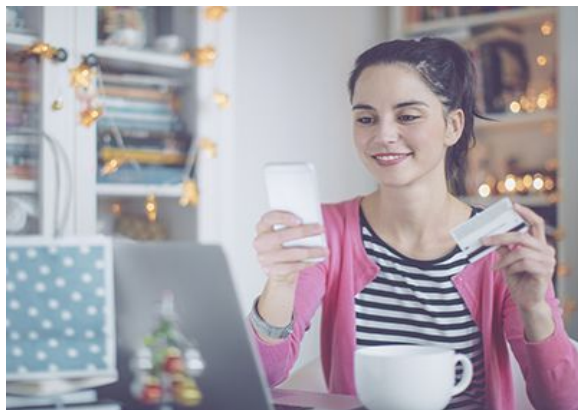


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“While the majority of Irish consumers find it easier to shop online via a standard website compared to a dedicated app, difficulties encountered during the checkout phase often lead consumers to abandon an online purchase.”

– James Wilson, Research Analyst

This report looks at the following areas:

This Report examines the online and mobile retailing sector in Ireland, through exploring the issues that are fuelling or affecting its growth. Online and mobile retailing is concerned with consumers ordering and paying for goods and services through online channels, including desktop and laptop computers and internet-connected mobile devices including smartphones and tablets. Online and mobile retail includes physical items bought online, for example clothes, and the purchase of intangible products such as holidays.

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