

## Online and Mobile Retailing - Ireland - March 2020

Report Price: £1095.00 | \$1478.58 | €1232.31

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



“The online market continues to grow in Ireland gaining its share of the wider retail market. The growth in mobile commerce is helping to boost online sales while also impacting the ownership of other internet-enabled devices including laptop/tablets etc.”

– **Emma McGeown, Research Analyst**

This report looks at the following areas:

The online and mobile retailing market in Ireland continues to go from strength to strength, with up to 11% growth predicted for online spending among Irish consumers between 2019 and 2020. While traditional methods of shopping online (ie via PC/laptop) remain the most used among Irish consumers, increasingly mobile devices are important to growing expenditure, with more purchases being made on-the-go.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](https://store.mintel.com)

**CALL:**  
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

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Online and Mobile Retailing - Ireland - March 2020

Report Price: £1095.00 | \$1478.58 | €1232.31

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

## Table of Contents

### Overview

- What you need to know
- Issues covered in this Report

### Executive Summary

#### The market

Figure 1: Estimated online and mobile retail expenditure, IoI, NI and RoI, 2015-20

#### Forecast

Figure 2: Estimated online and mobile retail expenditure, IoI, NI and RoI, 2015-25

#### Market factors

- In-store shopping remains more popular than online
- Smartphone device ownership on the rise
- Rural consumers less likely to have internet connection
- 5G is now live in urban areas

#### Companies and innovations

#### The consumer

#### At-home online shopping more popular than out-of-home

Figure 3: Usage of devices to shop online in the last three months, by location, NI and RoI, November 2019

#### Clothing is the top purchase made online

Figure 4: Types of items/services bought online in the last three months, NI and RoI, November 2019

#### Home delivery is the preferred delivery method

Figure 5: Types of delivery used by consumers when shopping online in the last three months, NI and RoI, November 2019

#### Data breaches put off Irish consumers

Figure 6: Agreement with statements related to online and mobile retailing, NI and RoI, November 2019

#### Consumers willing to wait longer on free deliveries

Figure 7: Agreement with statements related to online and mobile retailing, NI and RoI, November 2019

### The Market – What You Need to Know

- Almost 12% growth forecast in 2020
- In-store shopping remains more popular than online
- Smartphone device ownership on the rise
- Urban consumers benefit from better internet connections
- IoI launches 5G

### Market Sizes and Forecast

#### Double-digit growth expected in 2020

Figure 8: Estimated online and mobile retail expenditure, IoI, NI and RoI, 2015-25

Figure 9: Indexed online and mobile retail expenditure, NI and RoI, 2015-25

Potential for half of ecommerce sales to come via mobile devices

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** 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 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Online and Mobile Retailing - Ireland - March 2020

Report Price: £1095.00 | \$1478.58 | €1232.31

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

Figure 10: Percentage of UK retail ecommerce sales purchased via smartphones, UK (including NI), 2016-21

## Market Drivers

**In-store remains the top channel to shop, though online is increasing**

Figure 11: Consumers who shop weekly (excluding grocery retailing), by channel, RoI, 2017-19

**Device ownership remains strong in Ireland**

Figure 12: Usage of devices to shop online in the last three months, NI and RoI, 2015-19

**Nine in 10 households have internet access in Ireland**

Figure 13: Household internet access (includes broadband), by region, RoI, 2017-19

**Strong drop-off in broadband speeds in NI rural areas**

Figure 14: Fixed broadband rates, by speed/quality, urban vs rural, NI, 2019

Figure 15: Consumers with access to full fibre broadband, by region, UK (2019)

**5G comes to Ireland**

Figure 16: Consumer agreement with statements related to 5G, RoI, 2018

**5G rolls out, but consumers are still more likely to online shop at home overall**

Figure 17: Locations Irish consumers have online shopped in the last three months, NI and RoI, November 2019

## Companies and Brands – What You Need to Know

Online retailers go green

Click-and-collect companies work smarter with partners

Convenience-driven delivery solutions

## Who's Innovating?

Click-and-collect companies partner up

Lidl moves online in Dublin

eCommerce meets social media

Self-drive delivery vans – the future?

## Companies Strategies – Key Players

Pureplay retailers

Amazon

Key facts

Recent developments

ASOS

Key facts

Recent developments

Boohoo

Key facts

Recent developments

eBay

Key facts

Recent developments

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](https://store.mintel.com)

**CALL:** 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 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Online and Mobile Retailing - Ireland - March 2020

Report Price: £1095.00 | \$1478.58 | €1232.31

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

## The Very Group

Key facts

Recent developments

Multi-channel retailers

Arnott's

Key facts

Recent developments

Harvey Norman

Key facts

Recent developments

Next

Key facts

Recent developments

Sainsburys/Argos

Key facts

Recent developments

Tesco

Key facts

Recent developments

## The Consumer – What You Need to Know

At-home online shopping more popular than out-of-home

Clothing is the top purchase made online

Home delivery is the most popular delivery method

Personal data breaches concern Irish consumers

## Devices Used to Shop Online

Smartphones used most for online shopping in NI

Figure 18: Devices used to shop online in the last three months, NI and RoI, November 2019

Figure 19: Usage of devices to shop online in the last three months, by location, NI and RoI, November 2019

Younger consumers driving online shopping via smartphone

Figure 20: Consumers who have used a smartphone for online shopping in the last three months, by age, NI, November 2019

Figure 21: Consumers who have used a smartphone for online shopping in the last three months, by age, RoI, November 2019

Figure 22: Consumers who have used a desktop/laptop PC for online shopping in the last three months, by age, NI, November 2019

Figure 23: Consumers who have used a desktop/laptop PC for online shopping in the last three months, by age, RoI, November 2019

## Items Purchased Online

Clothing is the top purchase online

Figure 24: Types of items/services bought online in the last three months, NI and RoI, November 2019

Women more engaged in shopping online

Figure 25: Consumers who have bought clothing/footwear/accessories in the last three months, by gender, NI and RoI, November 2019

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** 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 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Online and Mobile Retailing - Ireland - March 2020

Report Price: £1095.00 | \$1478.58 | €1232.31

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

## Takeaway food – a growing revenue stream for online markets

Figure 26: Consumers who have bought takeaway food (eg Deliveroo, Just Eat) in the last three months, by age, NI and RoI, November 2019  
 Figure 27: Netted frequency consumers buy takeaway and/or home delivery food, NI and RoI, September 2019

## Online grocery retailing excelling in NI but struggling in RoI

Figure 28: Consumers who have bought groceries online in the last three months, NI and RoI, November 2019

## Online Delivery Methods

### Home delivery is the preferred delivery method

Figure 29: Types of delivery used by consumers when shopping online in the last three months, NI and RoI, November 2019

### Consumers more likely to opt for home delivery

Figure 30: Consumers who have had an online purchase delivered to home (eg AddressPal, Amazon Prime) in the last three months, by work status, NI and RoI, November 2019

### Parents more likely to use click-and-collect

Figure 31: Consumers who have had an online purchase delivered via collection in-store from the retailer (eg click-and-collect), by age of children, in the last three months, by age, NI and RoI, November 2019

## Personal Data and Concerns

### Data breaches continue to concern consumers

Figure 32: Agreement with statements related to online and mobile retailing, NI and RoI, November 2019

### Affluent consumers more concerned with data breaches

Figure 33: Consumer agreement with the statement 'I would be less inclined to shop with a company that has experienced a data breach', by social class, NI and RoI, November 2019

### Brexit causes concern for online shopping

Figure 34: Consumer agreement with the statement 'I am worried that it will be more expensive to buy goods online from UK/NI retailers (RoI consumers only) or from RoI retailers (NI consumers only) post-Brexit', NI and RoI, November 2019  
 Figure 35: Consumer agreement with the statement 'More NI/RoI based online retailers would encourage me to shop online more often', NI and RoI, November 2019  
 Figure 36: Main reasons for purchasing Irish products, RoI, 2019

## Attitudes Towards Online Shopping

### Free delivery is worth waiting for

Figure 37: Agreement with statements related to online and mobile retailing, NI and RoI, November 2019

### Older and rural consumers more willing to wait for free deliveries

Figure 38: Consumer agreement with the statement 'Cheaper/free delivery charges make me willing to wait a little longer for deliveries', by age and residence area, NI and RoI, November 2019

### Consumer happy with returns process

Figure 39: Consumer agreement with the statement 'I am satisfied with the returns process of online retailers', NI and RoI, November 2019

### Younger demographics shopping more on-the-go

Figure 40: Consumer agreement with the statement 'I have shopped online while on-the-go (ie commuting) more compared to 12 months ago', by age, NI and RoI, November 2019  
 Figure 41: Consumer agreement with the statement 'I have shopped online while on-the-go (ie commuting) more compared to 12 months ago', NI and RoI, November 2018-19

## Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Generational cohort definitions

Abbreviations

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** 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 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)