This report looks at the following areas:

- The impact of the cost-of-living crisis on consumer behaviour with online and mobile retailing.
- The continued growth of online shopping.
- Opportunities for shopping from home.
- Importance of free delivery vs. premium delivery services.
- Importance of sustainable considerations in online shopping.

Online retail sales continue to grow in 2023, despite more sheepish consumer confidence due to mounting cost-of-living concerns. The convenience and ease of online retailing continue to appeal – particularly to younger consumers. Furthermore the removal of lockdown restrictions and return to work for many will help to boost sales via mobile devices while out of the home moving forward.

“The ongoing cost-of-living crisis is seeing consumers increasingly turn to online channels to search for bargains and discounts to make ends meet – while many are evaluating if the cost of travelling to bricks-and-mortar shops is more expensive than having items delivered via online channels.”

– Brian O’Connor, Category Director for Ireland

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</table>
Table of Contents

OVERVIEW
EXECUTIVE SUMMARY
THE MARKET – KEY TAKEAWAYS
MARKET SIZE AND FORECAST
MARKET DRIVERS
COMPANIES AND INNOVATIONS – KEY TAKEAWAYS
WHO’S INNOVATING?
COMPANIES AND BRANDS
THE CONSUMER – KEY TAKEAWAYS
DEVICES USED TO SHOP ONLINE
FREQUENCY OF ONLINE SHOPPING
ONLINE PRODUCT PURCHASES
ATTITUDES TOWARDS ONLINE AND MOBILE RETAILING
APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

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.

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