

Mobile Phones - Ireland - 2023

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 the cost of living crisis on mobile phone usage among both NI and RoI consumers.
- Which handset brands are the most prevalent among Irish smartphone users.
- Which phone networks are the most used among consumers and if consumers prefer prepaid or postpaid subscriptions.
- How the rollout of 5G has progressed in Ireland, and to what degree NI consumers have adopted the new service.
- The activities that consumers mainly use their smartphones for.

Cost of living continues to be an issue for the modern Irish consumer, placing increased focus on spending on mobile phones and achieving better value for money. At the same time, engagement with devices continues to intensify making them more ubiquitous parts of Irish consumers' lives.



"Cost of living continues to influence the sector, with consumers indicating a greater willingness to compare contract and handset prices in their next renewal cycles. This will see consumers focus more on value for money when buying mobile phones."

- **Brian O'Connor, Senior Consumer Analyst, August 2023**

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.

Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Issues covered in this Report**

EXECUTIVE SUMMARY

- **The five-year outlook for mobile phones**
Figure 1: Category outlook for mobile phones, 2023-28
- **The market**
Figure 2: Total number of mobile phone subscribers, Iol, NI and Rol, 2018-23
Figure 3: Mobile revenues, by data and voice & other revenues, Rol, 2017-23
Figure 4: Mobile subscriptions, by prepay and post-pay, Rol, 2017-23
- **Market Factors**
- **More consumers claiming to be struggling financially in 2023**
Figure 5: How consumers describe their current financial situation, Iol, 2022
Figure 6: Consumer Price Index for all items, Rol and UK (including NI), July 2020- July 23
- **Phone contract prices increasing**
Figure 7: Average cost for residential pre-paid vs. postpaid mobile phone subscription, Rol 2023
- **Data usage continues to increase in NI and Rol**
Figure 8: Total mobile data usage, Rol, 2017-23
Figure 9: Average mobile data usage (GB) excluding M2M connections, UK, 2017-22
- **Rol 5G users gaining momentum**
Figure 10: 5G vs 4G and 3G subscriptions, Rol, 2021-23
- **Rol consumers spending more time per day on devices**
Figure 11: Minute usage of mobile phones per day, Rol, 2021-23
- **Companies and innovations**
- **The consumer**
- **Apple and Samsung most popular brands**
Figure 12: Type of smartphone brand that consumers currently personally own, NI and Rol, 2023
- **Phone brand loyalty high**
Figure 13: If consumers' current handset is the same brand as their previous brand, NI and Rol, 2023

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

Report Price: £1495 | \$1995 | €1800

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

Figure 14: How long consumers use their phone before upgrading, NI and RoI, 2023

- **Vodafone holds strongest consumer base in RoI and O2 in NI**

Figure 15: Mobile network providers used by consumers for their main mobile phone, RoI, 2023

Figure 16: Mobile network providers used by consumers for their main mobile phone, NI, 2023

- **Monthly contract usage increases**

Figure 17: Type of mobile network connection, NI and RoI, 2020-23

- **Long lasting battery most sought feature**

Figure 18: Most important factors when buying a new smartphone, NI and RoI, 2023

- **Most users happy with network coverage**

Figure 19: Agreement with statements relating to mobile phones, NI and RoI, 2023

THE MARKET – WHAT YOU NEED TO KNOW

- **7.4 million phone subscriptions in 2023**
- **More consumers claiming to be struggling financially in 2023**
- **Phone contract prices increasing**
- **Data usage continues to increase in NI and RoI**
- **RoI 5G users gaining momentum**
- **RoI consumers spending more time per day on devices**

MARKET SIZE AND FORECAST

- **The five-year outlook for mobile phones**
Figure 20: Category outlook for mobile phones, 2023-28
- **Subscriber levels remain broadly consistent**
Figure 21: Total number of mobile phone subscribers, IoI, NI and RoI, 2018-28
Figure 22: Mobile revenues, by data and voice & other revenues, RoI, 2017-23
- **Postpaid contracts see 7.5% increase in RoI**
Figure 23: Mobile subscriptions, by prepay and post-pay, RoI, 2017-23
- **Little change in market share between 2022 and 2023**
Figure 24: Operator share of the market, RoI, 2018-23

MARKET DRIVERS

- **Decline in healthy/OK finances**

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

Report Price: £1495 | \$1995 | €1800

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

Figure 25: How consumers describe their current financial situation, lol, 2022-23

Figure 26: Consumer Price Index for all items, RoI and UK (including NI), July 2020- July 23

Figure 27: How consumers rate their financial situation compared to 12 months previously, lol, 2022-23

Figure 28: Selected issues consumers have been affected by in the last 2 months, lol, 2022

- **Networks increased prices in 2023**

Figure 29: Average cost for residential pre-paid vs. postpaid mobile phone subscription, RoI 2023

- **2% increase in RoI mobile data used between 2022 and 2023**

Figure 30: Average mobile data usage, RoI, 2017-23

Figure 31: Average mobile data usage (GB) excluding M2M connections, UK, 2017-22

- **5G connections more than double between 2022 and 2023**

Figure 32: 5G vs 4G and 3G subscriptions, RoI, 2021-23

- **Time spent on devices increases 2019-22**

Figure 33: Minute usage of mobile phones per day, RoI, 2021-23

COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- **Consumers encouraged to reduce electronic waste**
- **Artificial Intelligence continues to advance accessibility**

WHO'S INNOVATING?

- **Sustainability efforts increasing across the mobile phone and electronic device sector**
- **Apple employing AI to enhance accessibility**

COMPANIES AND BRANDS

- **Mobile Phone Brands**
- **Apple**
- **Key Facts**
- **Product Portfolio**
- **Recent Developments**
- **Huawei**
- **Key Facts**
- **Product Portfolio**
- **Samsung**
- **Key Facts**
- **Product Portfolio**
- **Recent Developments**

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.

- Sony
- Key Facts
- Product Portfolio
- Recent Developments
- Mobile Phone Networks
- EE (Everything Everywhere)
- Key Facts
- Product Portfolio
- Recent Developments
- Telefonica (Virgin Media O2)
- Key Facts
- Product Portfolio
- Recent Developments
- Three
- Key Facts
- Product Portfolio
- Recent Developments
- Tesco Mobile
- Key Facts
- Products and Services
- Recent Developments
- Eir Group
- Key Facts
- Products and Services
- Recent Developments
- Post Mobile
- Key Facts
- Products and Services
- Recent Developments
- Sky Plc
- Key Facts
- Products and Services
- Recent Developments
- Vodafone
- Key Facts
- Products and Services
- Recent Developments
- BT Group
- Key Facts
- Products and Services
- Recent Developments

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

Report Price: £1495 | \$1995 | €1800

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

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Apple and Samsung most popular brands**
- **Phone brand loyalty high**
- **Vodafone holds strongest consumer base in RoI and O2 in NI**
- **Monthly contract usage increases**
- **Long lasting battery most sought feature**
- **Most users happy with network coverage**

SMARTPHONE BRAND

- **Apple and Samsung continue to be top handsets**
 Figure 34: Type of smartphone brand that consumers currently personally own, NI and RoI, 2023
 Figure 35: Ownership of selected smartphone brands, NI and RoI, 2022–23
- **Younger consumers drawn to Apple brand**
 Figure 36: Consumers who own an Apple handset, by age, NI and RoI, 2023
 Figure 37: Consumers who own a Samsung handset, by age, NI and RoI, 2023
 Figure 38: Agreement with the statement ‘Most of my leisure activities involve using digital technology’, RoI, March 2023
- **Three quarters are brand loyal**
 Figure 39: If consumers’ current handset is the same brand as their previous brand, NI and RoI, 2023
- **Majority upgrade 2 years or less frequently**
 Figure 40: How long consumers use their phone before upgrading, NI and RoI, 2023

MOBILE NETWORK PROVIDER USED

- **Vodafone holds strongest consumer base in RoI**
 Figure 41: Mobile network providers used by consumers for their main mobile phone, RoI, 2023
 Figure 42: Mobile network providers used by consumers for their main mobile phone, RoI, 2021–23
- **NI continues to be dominated by O2**
 Figure 43: Mobile network providers used by consumers for their main mobile phone, NI, 2023
 Figure 44: Mobile network providers used by consumers for their main mobile phone, NI, 2023

TYPE OF MOBILE NETWORK CONNECTION

- **Monthly contract usage increases 2020–23**

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



Report Price: £1495 | \$1995 | €1800

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

Figure 45: Type of mobile network connection, NI and RoI, 2020-23

- **Monthly contract usage most popular with mature age groups**

Figure 46: Type of mobile network connection, by age group, NI and RoI, 2023

IMPORTANT FACTORS FOR NEW SMARTPHONES

- **Battery life continues to be most important factor**

Figure 47: Most important factors when buying a new smartphone, NI and RoI, 2023

Figure 48: Most important factors when buying a new smartphone, NI and RoI, 2021-23

- **Battery continues to be the most important feature**

Figure 49: Consumers who consider long battery life an important factor when buying a new smartphone, by age group, NI and RoI, 2023

- **NI consumers more likely to factor in brand when buying new devices**

Figure 50: Consumers who consider brand an important factor when buying a new smartphone, by gender, NI and RoI, 2023

ATTITUDES TOWARDS MOBILE PHONES

- **Strong level of satisfaction with network coverage**

Figure 51: Agreement with statements relating to mobile phones, NI and RoI, 2023

- **Satisfaction Sees improvement 2021-23**

Figure 52: Agreement with the statement 'I find the coverage of my phone network to be good', NI and RoI, 2021-23

- **Cost of living will see more seek cheaper deals**

Figure 53: Agreement with the statement 'The cost of living crisis would make me opt for a cheaper contract in my next renewal cycle', by gender, NI and RoI, 2023

Figure 54: Agreement with the statement 'I would consult a price comparison site to find the best mobile phone deal', NI and RoI, 2022-23

- **Concerns over phone impact on mental health**

Figure 55: Agreement with the statement 'I am concerned about the mental health implications of using my smartphone too often, by age group, NI and RoI, 2023

- **RoI consumers more likely than NI to consider sustainability when buying a phone**

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 56: Agreement with the statement 'I would consider how environmentally friendly the manufacturer is before buying a smartphone', by gender and socio-economic group, NI and RoI, 2023

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- Data sources
- Generational cohort definitions
- 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)**.