

Online and Mobile Retailing - Ireland - March 2017

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“Despite looking for lower delivery costs, Irish consumers are interested in paying an annual or monthly postage fee to have goods delivered the next day. Such an approach offers consumers both immediacy and cost savings. Retailers will need to be very clear about how the savings of the upfront cost break down and how quickly a subscription ‘pays for itself’ to encourage uptake.”

– 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 and 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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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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Appendix – Data Sources, Abbreviations and Supporting Information

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