

Online & Mobile Banking - Ireland - August 2017

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“From tentative beginnings, online banking has established itself as the dominant and preferred channel for Irish consumers. With consumers living their lives increasingly online, it is only natural that this is extended to how they manage accounts and interact with their financial services providers.”

– James Wilson, Research Analyst

This report looks at the following areas:

This Report examines Irish consumers’ preferred channels and methods of accessing their bank accounts. It also looks at the devices used by consumers to access their accounts online, as well as the different banking activities conducted via the different channels and via different devices. Attitudes towards online and mobile banking are also examined.

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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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