



December 2021

Changing Attitudes towards Grocery Retailing - Ireland

“COVID-19 continues to influence consumer spending in 2021 – and while the relaxation of restrictions has seen grocery sales decline somewhat (as more out-of-home meals occur) the overall sector remains strong. Food safety remains a key consideration in light of the pandemic, with a strong contingent of Irish shoppers seeing ...

August 2021

Discounters - Ireland

“Discounters have continued to grow in popularity across IoI, especially with the impact of COVID-19. Many consumers in the IoI market have suffered financially due to lockdown which has made them think carefully about where to spend their money. Discounters have provided consumers an option to buy their products at ...

July 2021

Mobile Phones - Ireland

“With a strong contingent of Irish consumers noting they feel surviving COVID-19 without their phone would have been hard, this highlights the ubiquity of these devices in modern Irish life, and could see the crisis only deepen the reliance of consumers on these devices for communication, entertainment and commerce.” ...

June 2021

Social Networking - Ireland

“Social networks have benefited from the impact of COVID-19. Consumers have become more reliant on them as their only means of socialising during lockdowns and restrictions. However, COVID-19 has also brought a wave of mental health issues due to high levels of anxiety and loneliness, and concerns around economic uncertainty ...

Automotive Retailing - Ireland

“COVID-19 has hampered the ability of car retailers to operate, with lockdowns preventing operation, while shortage of materials has taken its toll on manufacturing globally – creating a shortfall of supply. As the sentiment of Irish consumers improves as more become vaccinated and return to normal day-to-day life, this will ...

April 2021



Online and Mobile Retailing - Ireland

“COVID-19 has drastically propelled consumers’ engagement with online shopping. As a result of store closures and mounting anxiety about in-store shopping, more shoppers moved online and there has been significant infrastructure investment to support future demands. The future of ecommerce looks promising, though online is not immune to fragile consumer ...