



March 2015

Online and Mobile Retailing - Ireland

“In 2015 online and mobile retail is an activity that consumers are more likely to engage in whilst in the home, with laptop/desktop computers being the main purchasing devices. Increasing consumers’ confidence in online shopping outside the home, and offering a high quality and value-added experience when using mobile

...

Beauty and Personal Care Retailing - Ireland

“With Irish consumers keen to see more beauty ranges with natural ingredients, brands should look to innovate across beauty and personal care sectors with a focus on botanical extracts as well as newer ingredients such as argan oil to appeal to skin-conscious consumers.”