



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 ...