

# International online purchasing trends Republic of Ireland Shoppers



Consumers in the Republic of Ireland (ROI) want better prices, the latest products and are no longer limited to local markets. For businesses wanting to expand their customer base, seeking opportunities in the Republic of Ireland is an ideal opportunity to attract and retain shoppers. This fact sheet delivers an overview of research findings and will provide businesses with insight into Irish customer habits, expectations and concerns.

€6,335m

ROIs estimated eCommerce revenue in 2022 <sup>1</sup>

28%

Cross border share of eCommerce purchases <sup>1</sup>

44<sup>th</sup>

Largest eCommerce market in the world <sup>1</sup>

71%

Of the population shop online <sup>2</sup>

4 million

eCommerce users in 2021 <sup>2</sup>

79%

Internet penetration <sup>2</sup>



## Online purchases

68% of Irish shoppers do more online shopping now than before the pandemic <sup>3</sup>

24% average growth in 2021 v 2020 for the top 100 online stores in Ireland <sup>2</sup>

Almost

8 / 10 Irish consumers bought clothes, shoes or accessories in 2021 <sup>4</sup>

# Advantages and disadvantages of cross border purchase



Among the Irish customers who buy from abroad:

67% do so to take advantage of better prices

51% want more choice, and

46% to gain greater product availability <sup>5</sup>



Reasons to buy domestically:

48% for faster delivery, and

44% to support local businesses <sup>5</sup>



## Republic of Ireland purchasing habits

Most recent cross-border purchases were from <sup>6</sup>:



UK  
(49%)



China  
(13%)



Germany  
(8%)

Most recent items purchased from abroad <sup>7</sup>:

66% Clothing

55% Footwear

39% Electronics



Most popular retailer websites <sup>2</sup>

1<sup>st</sup>

amazon

2<sup>nd</sup>

TESCO

3<sup>rd</sup>

Argos

4<sup>th</sup>

Currys

5<sup>th</sup>

Littlewoods  
Ireland.ie

Most popular payment methods for <sup>1</sup>

1. Debit card (70%)

2. Online payment services (63%)

3. Direct debit (53%)



# Shopping trends and concerns



Over half (56%) of Irish consumers expect to **buy more products than before from international retailers** over the next year <sup>5</sup>



Irish consumers also **spend more on websites outside of Ireland** compared to those in Ireland (€385 compared to €357) <sup>5</sup>



The impact of the pandemic has led to consumers seeking more products from abroad, with **88% of consumers purchasing something from a website outside of Ireland** in the last 12 months <sup>5</sup>



**Slower delivery** was the top reason to not purchase from abroad <sup>5</sup>

With attitudes to buying internationally more relaxed and less likely to be affected by global or political changes, Republic of Ireland is a marketplace not to be missed by sellers.

## Contact us

Whistl offer a diverse portfolio of international parcel shipping solutions to help you to fulfil your customers' delivery expectations.

**01628 703 538**    **[whistl.co.uk/enquiries](https://whistl.co.uk/enquiries)**

### Sources

1 <https://www.statista.com>

2 <https://ecommercedb.com/en/reports/country>

3 <https://home.kpmg/ie/en/home/media/press-releases/2021/03/retail-consumer-trends-covid.html>

4 <https://www.cso.ie/en/csolatestnews/presspages/2021/householddigitalconsumerbehaviour2021/>

5 <https://www.paypal.com/ie/enterprise/campaigns/borderless>

6 <https://www.ipc.be/services/markets-and-regulations/cross-border-shopper-survey>

7 <https://www.statista.com/global-consumer-survey/surveys>