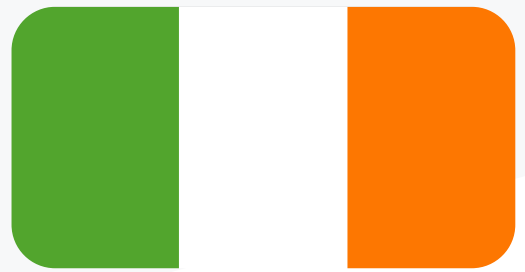


International online purchasing trends Republic of Ireland Shoppers



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

€2,738m

Republic of Ireland's
(ROI) estimated
ecommerce revenue
in 2020²

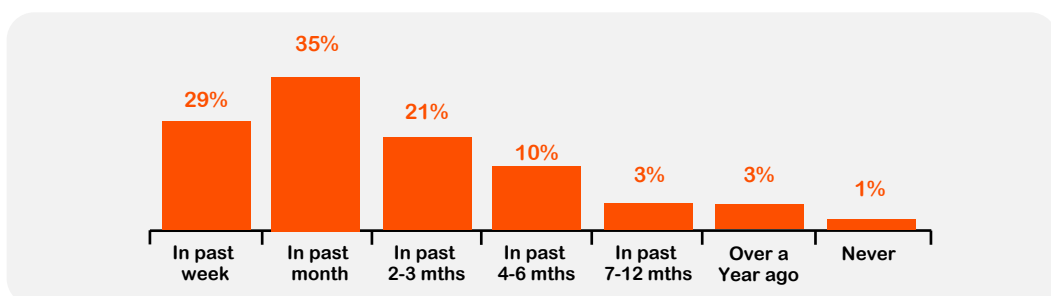
"Irish consumers are more likely to opt
for international online stores rather
than local ones"¹

30%

Cross border share
of eCommerce
purchases²



Frequency of purchases



99.5% of ROI shoppers had made an online purchase from abroad
in the last 12 months



85% having made a purchase in the last 3 months

Advantages and disadvantages of cross border purchase



Among the customers who buy from abroad, 71% do so to take advantage of better prices, 61% to gain a product not available locally and 49% to take advantage of low or free shipping costs.



57% of international shoppers in the ROI were concerned about longer delivery times, 43% about receiving low quality or fraudulent goods and 42% about complex return procedures.



Republic of Ireland purchasing habits

The majority of shoppers have purchased an item from:



UK
(74%)



China
(54%)



USA
(33%)



Germany
(22%)

Over half of ROI international customers purchased **fashion items** such as clothing, shoes & accessories.



67% - clothing, shoes & accessories.



41% - electronics & telecoms



32% - beauty & personal care



31% - entertainment products

The most popular retailer websites & payment options in the Republic of Ireland

1. Amazon (67%)
2. eBay (42%)

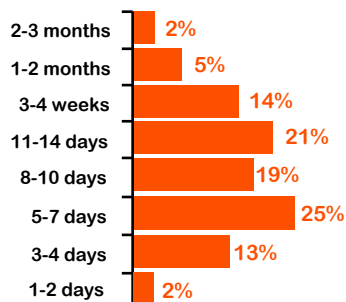


1. PayPal (61%)
2. Debit card (43%)
3. Credit Card (25%)



Expectations and concerns

Only 57% claim that longer **delivery times** are a disadvantage of shopping abroad, but with 75% of purchases made from neighbouring UK, ROI are more demanding with their delivery expectations. On average **11.7 days** for delivery is acceptable.



22% of ROI customers cited the cost and complexity of import and custom taxes as a disadvantage of international buying.



42% said a complex returns process was a concern when purchasing from abroad with 45% checking the return policy.

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**

1 https://www.worldretailcongress.com/__media/Global_ecommerce_Market_Ranking_2019_001.pdf
2 <https://www.statista.com>