



eCommerce in Ireland

2022



Ireland

at a glance

Area

84,421 km²

Capital

Dublin

Currency

Euro (EUR)



population circa

5 million

3.2m between ages of 15 and 64



79.3%

internet penetration



Current consumer spending per capita:

\$27,342

Did you know?

The number of eCommerce users is expected to grow by 12% to 4m users by 2025

The most purchased products are Clothing, Shoes and Consumer Electronics



\$476.7bn

Total current GDP



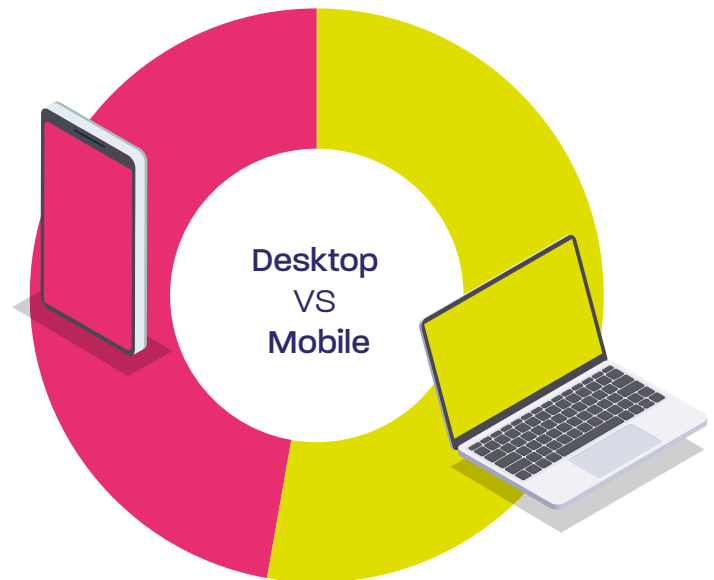


Irish ecom stats

Real GDP is forecast to increase by 3.6% p.a. from 2020 to 2025 and the number of eCommerce users is expected to grow by 12% to 4 million users in Ireland by 2025

Device Usage

● 53% Desktop ● 47% Mobile



Did you know?

The market volume of the top 5 Irish stores has increased by 67% since 2018

71%

eCommerce penetration of Ireland in 2021

31%

of Irish users rate convenience when considering delivery services as the most important factor

83%

of Irish users look for discounts online



33%

of online shoppers in Ireland have a high household income



Irish apparel market

Revenue in the apparel market amounts to **US \$3.73bn in 2022.**

The market is expected to grow annually by 6.01%. By 2024, 88% of sales in the apparel market will be attributable to non-luxury goods.

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The average price per unit was \$11.87(USD) in 2021

Womens apparel is the largest sector with a market volume of US\$2.00bn in 2022



Irish footwear market

Revenue in the footwear market amounts to **US \$671.70m in 2022.**

The market is expected to grow annually by **5.60%**

By 2022, 75% of sales in the footwear market will be attributable to non-luxury goods

The average volume per person in the footwear market is expected to amount to 3.0 pairs in 2022

The footwear market is expected to show a volume growth of 18.3% in 2023





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