

Online shopping surge to continue as buying patterns change – Research



Published October 2020. Research commissioned by Virgin Media Ireland and conducted independently by Amárach Research, surveying over 1,000 people aged 18 and upwards across all regions of the country.



90%

of consumers spent money online over the past month.



4 in 10

people began shopping online for the first time - at the start of the pandemic.



Half (47%)

of respondents said they're shopping more online than before due to the pandemic.

Take 5...

Ireland's Top Five most popular online purchases on a usual basis are (1) Clothing 81%, (2) Food Takeout and Delivery 62%, (3) Footwear 60%, (4) Consumer Electronics 59% and (5) Entertainment at Home, 57%.

New buying patterns have also emerged since the pandemic. The Top Five most popular new online purchases among these consumers include (1) Groceries, 44% of online grocery shoppers began purchasing their groceries online since the start of the pandemic; (2) Healthcare, Fitness and Wellness Products 37%; (3) Snacks 36%; (4) Household Supplies 35%, (5) Vitamins / Supplements 35%.



23%

Shopped online for groceries since the start of the pandemic.



66%

of people surveyed have used a 'click and collect' service for the first time ever in recent months.



50%

said they'd be interested in using their laptop or smartphone to navigate a 'virtual supermarket' for online shopping.



4 in 10

would consider using a VR headset at home to 'walk around' and shop virtual stores.



40%

The increase in data usage across Virgin Media's high speed residential broadband network during the period from March to September inclusive (2020).



1 Gigabit

Virgin Media Ireland recently launched 1 Gigabit broadband services for 1m premises.

€245...

The average online spend in the past month by people surveyed:

- 4 in 10 people said they had spent amounts of up to €100 online in the past month.
- 40% spent between €100 and €500.
- 10% spent between €500 and €1,000, or more.



€775m...

Estimate of total current average monthly online spending by consumers (aged 18+) per month or an annualised figure of €9.3bn - a conservative estimate given that a significant online Christmas rush can reasonably be expected by year-end. Central Bank data recorded online spending of €15.9bn for the first three quarters of 2019.

