

# Retail & Consumer Report 2019



Think Beyond



Brands who exceed the expectations of consumers will be winners in 2019



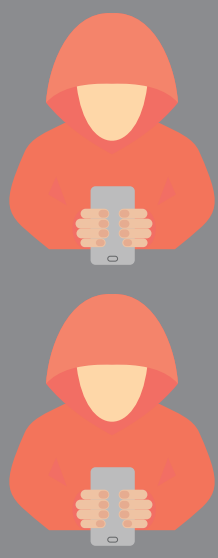
Customer experience (CX) is key



54%

of Irish consumers shop in-store weekly or more frequently (excl. grocery)

## 1 Understanding your consumer is crucial



37%

of Young Millennials use social media to inspire purchases



55%

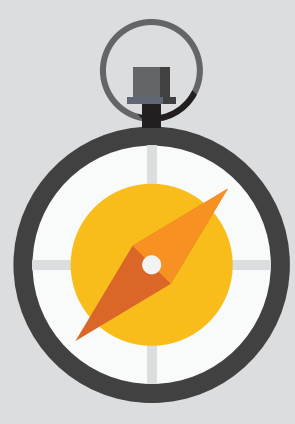
of Baby Boomers want knowledgeable sales assistants

## The store remains front of mind 2



34%

Contactless or mobile payment methods



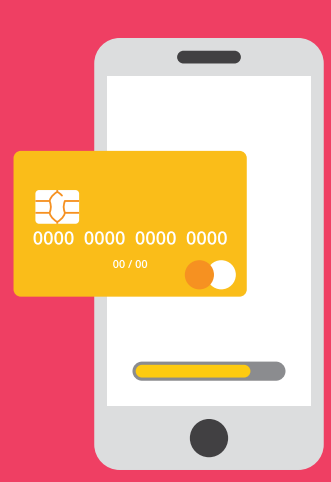
47%

Simple navigation



34%

Knowledgeable sales staff



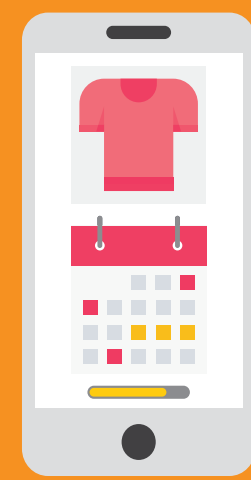
16%

used mobile to pay for goods in 2018

Expected to rise to 22% in 2019

## 3 It's all about mobile first

Mobile research, shopping and payments are easier and more reliable

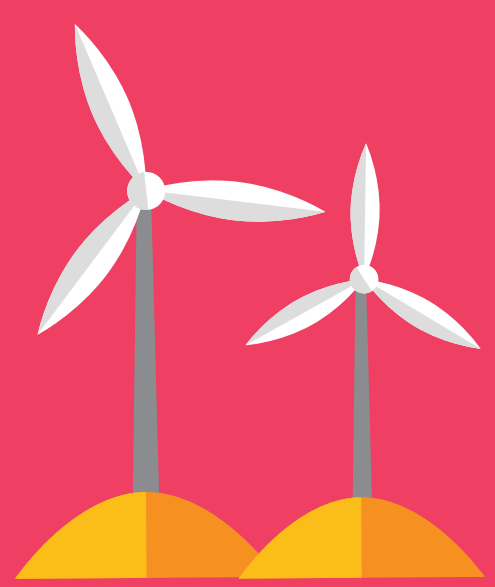


20%

shopped using mobile at least weekly  
Compared to 23% in the UK

## 4 Sustainable consumer experience is essential

Environmentally and locally-aware brands can sustain competitive advantage



52%

seek to avoid the use of plastic packaging



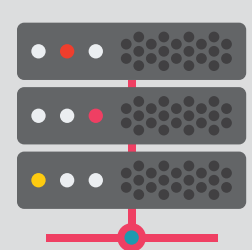
67%

believe buying Irish has a positive effect on the economy

41%

will pay a premium for sustainable products

1/4



of Irish consumers plan on buying Smart Home Voice Assistants in the future

## 5 Engage consumers through emerging technology

Future retail strategies need to take account of new technologies

9%



of global consumers use Smart Home Assistants to shop online every week