Retail & Consumer Report 2019

1. Understanding your consumer is crucial

- 54% of Irish consumers shop in-store weekly or more frequently (excl. grocery)
- 37% of Young Millennials use social media to inspire purchases
- 55% of Baby Boomers want knowledgeable sales assistants

The store remains front of mind

- 47% Simple navigation
- 34% Knowledgeable sales staff

It’s all about mobile first

- 16% used mobile to pay for goods in 2018
  Expected to rise to 22% in 2019
- 20% shopped using mobile at least weekly
  Compared to 23% in the UK

Sustainable consumer experience is essential

- 52% seek to avoid the use of plastic packaging
- 67% believe buying Irish has a positive effect on the economy

1/4 of Irish consumers plan on buying Smart Home Voice Assistants in the future

Engage consumers through emerging technology

- 41% will pay a premium for sustainable products
- 9% of global consumers use Smart Home Assistants to shop online every week

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

Customer experience (CX) is key