

# 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.



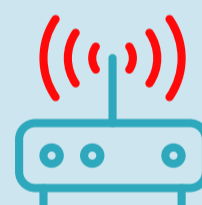
**4 in 10**

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).



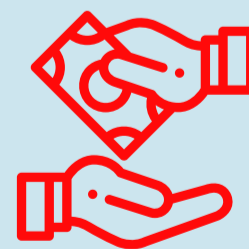
**1 Gigabit**

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.

