

1.2 million Irish consumers are Christmas shopping earlier this year due to lockdown – PayPal study

- More than a quarter of those starting their shopping early would prefer not to visit shops in person when they open
- Irish consumers are expecting to buy nearly half of their Christmas gifts online this year
- 62% of Irish consumers are making more of an effort to buy locally and from smaller retailers during latest lockdown
- Irish consumers spend an average of €541 each on gifts at Christmas
- Biggest spending counties are Louth (€1,079), Westmeath (€870) and Leitrim (€852)

Dublin, 2nd December 2020 – New research[\[1\]](#) from PayPal reveals that one third (33%) of Irish consumers are Christmas shopping earlier this year due to lockdown. This translates to approximately 1.2 million people[\[2\]](#).

The study, conducted by Censuswide and involving more than 1,000 consumers in Ireland, found that the top reasons for starting shopping earlier are concerns over the availability of items (46%) and worries about delivery times (45%).

Some 45% of those starting their shopping earlier also said they are doing so in order to avoid the stress of last-minute buying, while more than a quarter (27%) admitted they would prefer not to visit shops in person when they open.

Furthermore, according to the survey, people on average expect to buy nearly half (49%) of their Christmas presents online this year.

The research also revealed that 62%[\[3\]](#) of Irish consumers were making more of an effort to buy locally and from smaller retailers during the latest lockdown. Four in five (80%) respondents said their main reason for spending more with local retailers this Christmas is to support them during Covid-19.

On average, Irish consumers spend €541 on Christmas gifts. The biggest spending counties were found to be Louth (€1079), Westmeath (€870), and Leitrim (€853).

Maeve Dorman, Vice President of Merchant Operations EMEA, PayPal, said: “Lockdown has completely transformed how people are spending their money and it is interesting to see how many people are shopping earlier. As we approach Christmas – the busiest shopping period of the year which is well underway following Black Friday and Cyber Monday – the shift towards digital and contactless payments is even more prevalent than normal.

“As well as more of a reliance on online shopping, which will only continue to grow, our research shows that Irish consumers are planning to spend more with local and smaller retailers this year. It’s fantastic to see that community spirit is alive and well in Ireland, particularly during these more difficult times. We hope that these businesses can take full advantage of the Christmas spending boom by offering a safe, convenient and customer-friendly experience both in-store and online.

“Christmas 2020 will no doubt be different to previous years, however it will still see people seeking to take advantage of any online offerings, supporting their favourite stores and shopping carefully for special gifts – probably even more so than before.”

-Ends-

***Notes to editor:**

Statistics are drawn from a survey of 1,008 members of the general Irish population, conducted by Censuswide on behalf of PayPal in November 2020. All statistics are taken from this source, unless listed otherwise. Any reference to Irish consumers is referring to respondents from this survey.

About PayPal

PayPal has remained at the forefront of the digital payment revolution for more than 20 years. By leveraging technology to make financial services and commerce more convenient, affordable, and secure, the PayPal platform is empowering more than 350 million consumers and merchants in more than 200 markets to join and thrive in the global economy.

[1] Statistics are drawn from a survey of 1,008 members of the general Irish population, conducted by Censuswide on behalf of PayPal in November 2020. All statistics are taken from this source, unless listed otherwise. Any reference to Irish consumers is referring to respondents from this survey.

[2] Based on the number of adults in Ireland – which is 3.664 million according to <https://worldpopulationreview.com/countries/ireland-population> – and taking the 33% finding from the survey in relation to proportion of people Christmas shopping early, this calculation translates to approximately 1.2 million Irish people.

[3] This statistic is based on those who somewhat or strongly agree with the following statement “I have been making more of an effort to buy from local retailers or smaller business during this lockdown.”

<https://newsroom.ie.paypal-corp.com/Irishstartchristmasshoppingearlyduetolockdown>