

PayPal study reveals 88% of Irish consumers who shop online bought from international websites over the last year

- **Almost four in five of those who bought from websites outside of Ireland spent with UK retailers during this time**
- **43% of respondents spent with retailers in Europe, while 38% made purchases from websites in China**
- **The main drivers of international shopping are better pricing, more choice and greater availability**
- **56% of people are planning to buy more products from international retailers over the next year**

Dublin, 11th February 2021 – New research[\[1\]](#) from PayPal reveals that 88% of Irish consumers who shop online bought something from a website outside of Ireland over the last year.

The study, conducted by Censuswide and involving more than 1,000 consumers in Ireland, found that almost four in five (78%) of those who bought from websites outside of Ireland spent with UK retailers during this time.

Some 43% bought from websites based in Europe, while 38% spent with websites based in China and more than a fifth (21%) purchased goods via websites in the US.

On average, those who shop online spent €385[\[2\]](#) with retailers outside of Ireland in the last year. This amount was higher than the average amount spent by respondents via Irish websites during the same period, which was €357 on average.

The top three reasons as to why people bought from a website outside of Ireland were cited as better pricing (65%), more choice (51%), and greater availability (46%). Meanwhile, the top drivers for online shopping in Ireland were found to be faster delivery (48%) and supporting local businesses (44%).

Moreover, the survey revealed that over half (56%) of Irish consumers expect to buy more products than before from international retailers over the next year.

Joachim Goyvaerts, director of Benelux and Ireland for PayPal, said: “Our research shows that the demand for online shopping has never been greater and that many people are eager to support the local businesses they know and love.

“As a result of the pandemic and recurring lockdowns, it is no longer just important but absolutely necessary that Irish businesses provide a digital offering. Of course, they shouldn’t look at this as a short-term investment because the growing dominance of online shopping won’t ease – even when restrictions do.

“Irish retailers are known for the quality of their products, and currently there’s a huge opportunity to attract more customers and grow sales – especially as consumers, both at home and abroad, seek out more choice and convenience in a post-Brexit world. However, in order to take full advantage, it’s essential that businesses fully embrace the digital commerce revolution.”

-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. All statistics refer to respondents from this survey who shop online.

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 375 million consumers and merchants in more than 200 markets to join and thrive in the global economy. For more information, visit [paypal.com](https://www.paypal.com).

[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. All statistics refer to respondents from this survey who shop online.

[2] This total and the total relating to the average amount spent by respondents on Irish websites are annual totals – estimated by respondents for a 12-month period.

<https://newsroom.ie.paypal-corp.com/news?item=122629>