

eCommerce in Ireland 2021

November 2021

With data
on the **top**
100 stores



ecommerceDB Country Report

Report overview

The ecommerceDB Country Report "eCommerce in Ireland 2021" provides a comprehensive overview of the state of the Irish eCommerce market regarding consumers, markets, and its top 100 online stores in 2020.

The analysis in this Country Report is based on exclusive data from ecommerceDB.com, the Statista Digital Market Outlook, and the Statista Global Consumer Survey. It depicts significant data about



online shoppers in Ireland, providing detailed insights about their shopping interests, attitudes, and shopping patterns



the Irish eCommerce market, including net sales developments and forecasts, as well as extensive KPI analyses



the competitive landscape in the Irish eCommerce market with key facts about the top players, category analyses, and a full list of the Irish top 100 stores



Stefanie Eden
Director ecommerceDB



Anna-Lena Hoyer
Team Lead ecommerceDB Reports



David Niemeier
Junior Analyst



Lukas Peters
Analyst

We hope our report proves to be useful and informative for you.

Stefanie, Anna-Lena, David & Lukas

Content

01 Introduction

- Facts about Irish eCommerce
- Country snapshot: Ireland

02 Consumers in Ireland

- Online shopper characteristics
- Online behavior
- Online shopping

03 The Irish eCommerce market

- Market structure
- KPI analysis

04 Irish stores: top 100 analysis

- Irish top stores
- Category insights
- Top 100 ranking

05 Appendix



Introduction

This chapter summarizes some of the key findings of this report and provides general information about the country.

- Facts about Irish eCommerce
- Country snapshot: Ireland

Facts about Irish eCommerce: key findings



Consumers

4 million
eCommerce users in
2021

79%
Internet
penetration

71%
eCommerce
penetration



Market

US\$3bn
Net sales 2020 in
Ireland¹

57%
Net sales growth
2018-2020¹

**Electronics &
Media**
Biggest category based
on Irish net sales¹



Stores



Top 5 Irish online stores by
net sales

39%
Net sales share of the
top 5 Irish stores in top
100 total net sales

Country snapshot: Ireland



Key facts 2021: Ireland

Capital	Dublin
Population	5.0m
Population, aged 15–64 years	3.2m
Households	1.9m
Urban population share	63%
Total current GDP ¹	US\$476.7bn
Current GDP ¹ per capita	US\$95,660
Consumer spending ¹ per capita	US\$27,342
Internet penetration	79.3%
Smartphone penetration	78.3%
Broadband subscriptions ²	30.5
Average connection speed	29.7 Mb/s
Social media penetration	75.6%



Consumers in Ireland

This chapter describes the specifics of online shoppers in Ireland and provides detailed insights about their shopping interests, attitudes, and shopping patterns. It includes comparisons with the UK, the biggest eCommerce market in Europe.

- Online shopper characteristics
- Online behavior
- Online shopping

The online shopper in Ireland

Key findings

Online shopper characteristics

- The number of eCommerce users is expected to grow by 12% to 4 million users in Ireland by 2025
- 33% of online shoppers in Ireland have a high household income

Online behavior

- 71% of the population in Ireland shops online
- The top 3 interests of online shoppers in Ireland are Clothing, Shoes, and Food & Drinks

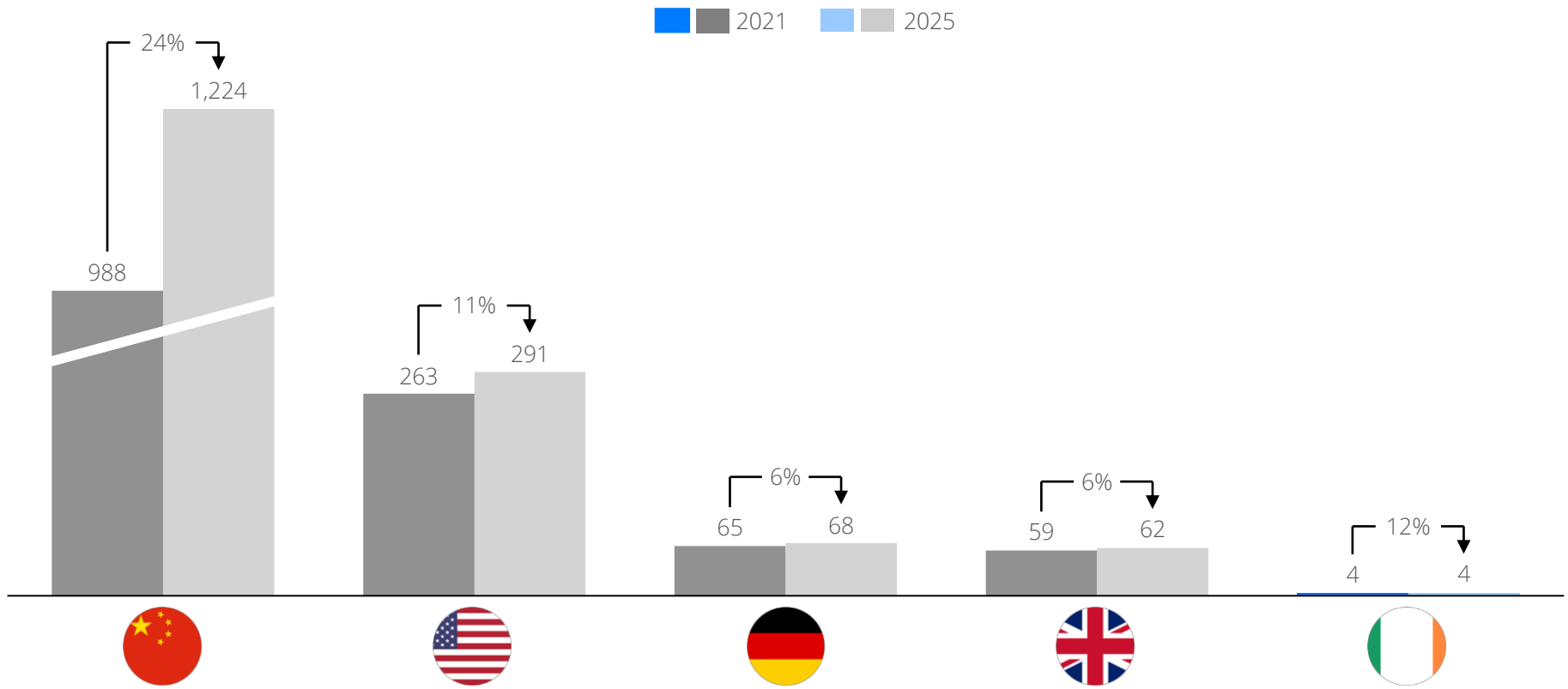
Online shopping

- 63% of online shoppers in Ireland research online when planning a major purchase
- Consumer Electronics and Household Appliances are mainly searched for online
- Clothing and Shoes are the main categories for online shopping in Ireland

The number of eCommerce users is expected to grow by 12% to 4 million users in Ireland by 2025

Online shopper characteristics: user development

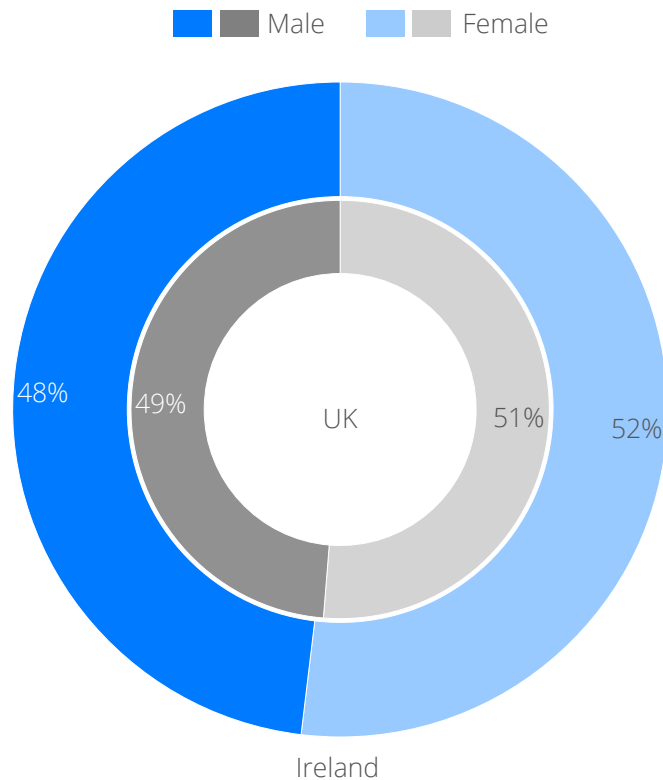
Number of eCommerce users in selected countries in millions



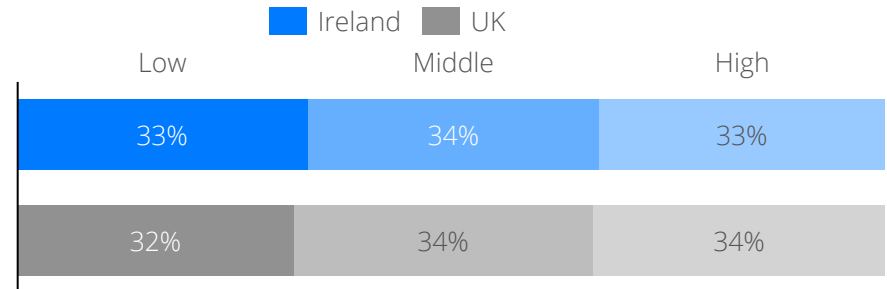
33% of online shoppers in Ireland have a high household income

Online shopper characteristics: demographics

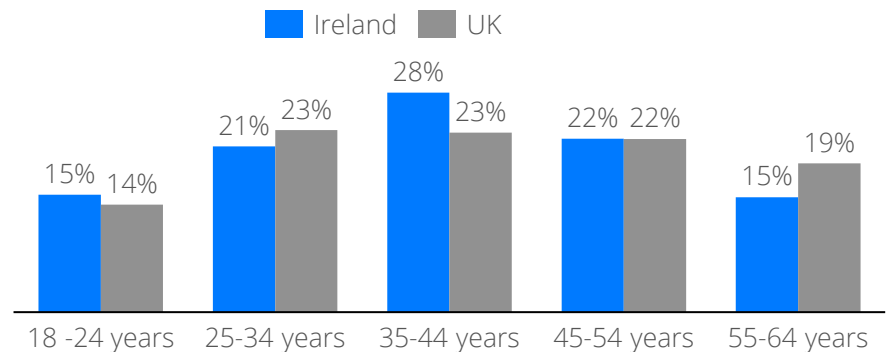
Gender



Income



Age



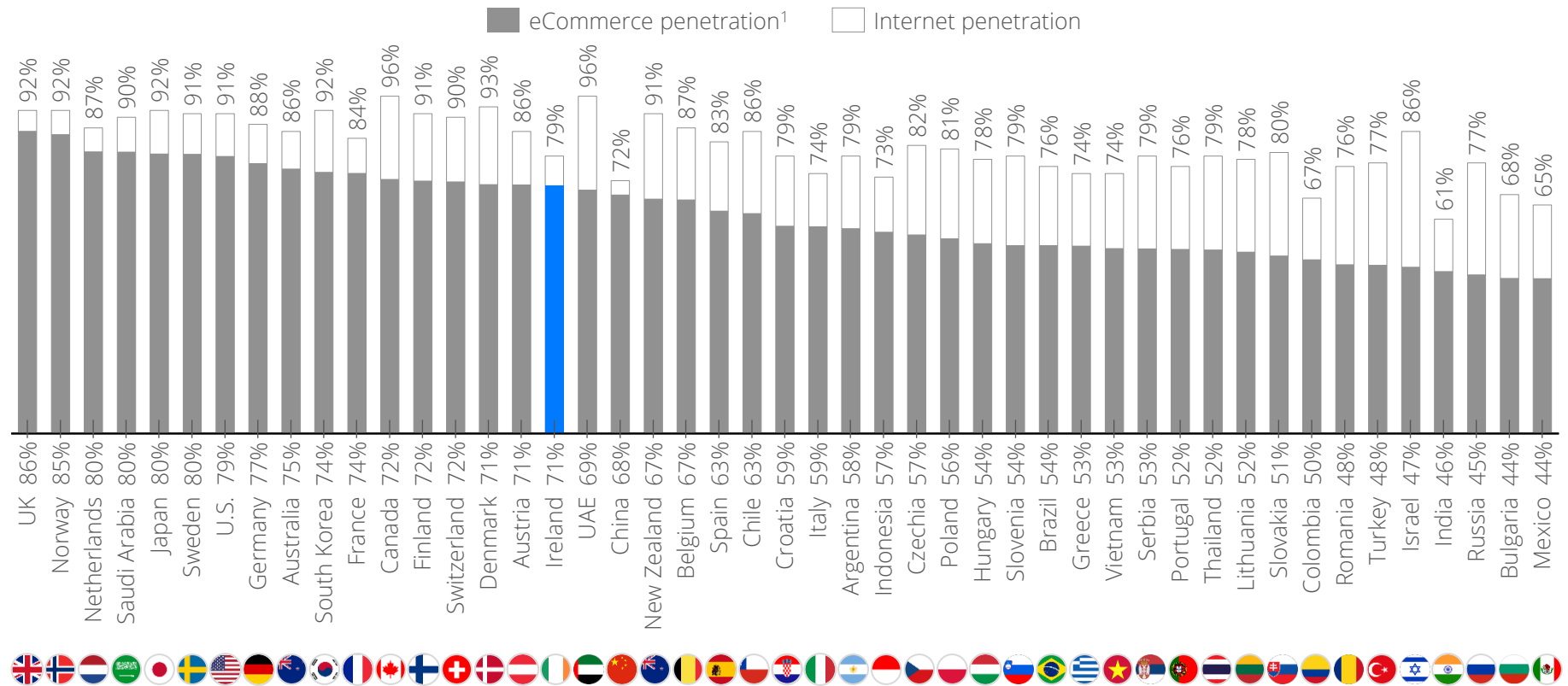
"What is your gender?"; Single Pick; "How old are you?"; Single Pick; "About how high is the annual gross income that your total household disposes of, before tax and contributions?"; Single Pick; Base: n=998 online shoppers in Ireland; n=2,034 online shoppers in the UK (split sample)

Sources: [Statista Global Consumer Survey 2021 - Update 1](#) as of October 2021

71% of the population in Ireland shops online

Online behavior: eCommerce penetration

eCommerce¹ and internet penetration rate in 2021

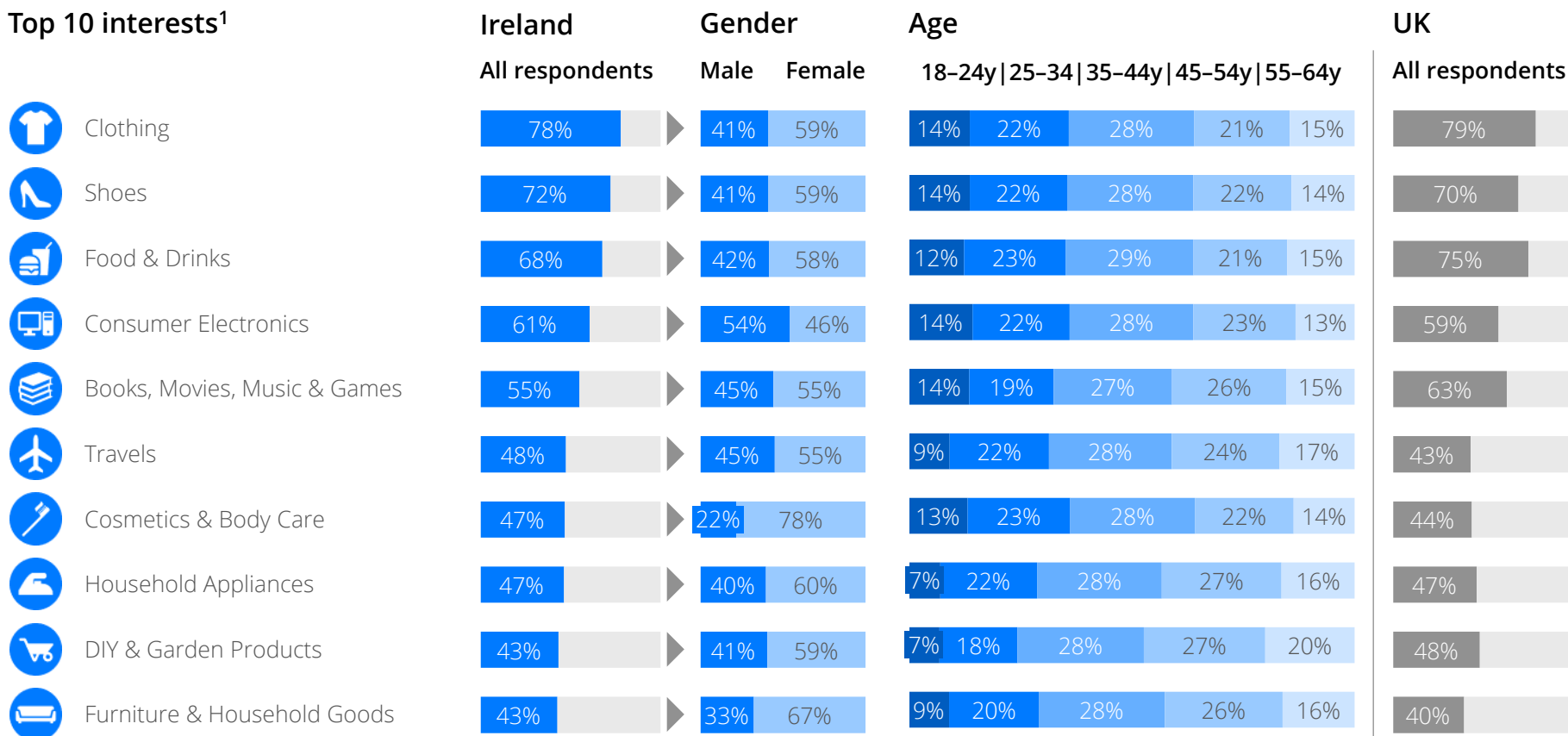


1: Share of consumers who have purchased at least one product online in the past 12 months in the total population of the respective country
Sources: [Statista Digital Market Outlook](#) 2021

The top 3 interests of online shoppers in Ireland are Clothing, Shoes, and Food & Drinks

Online behavior: interest in product categories

Top 10 interests¹



1: Among online shoppers in Ireland

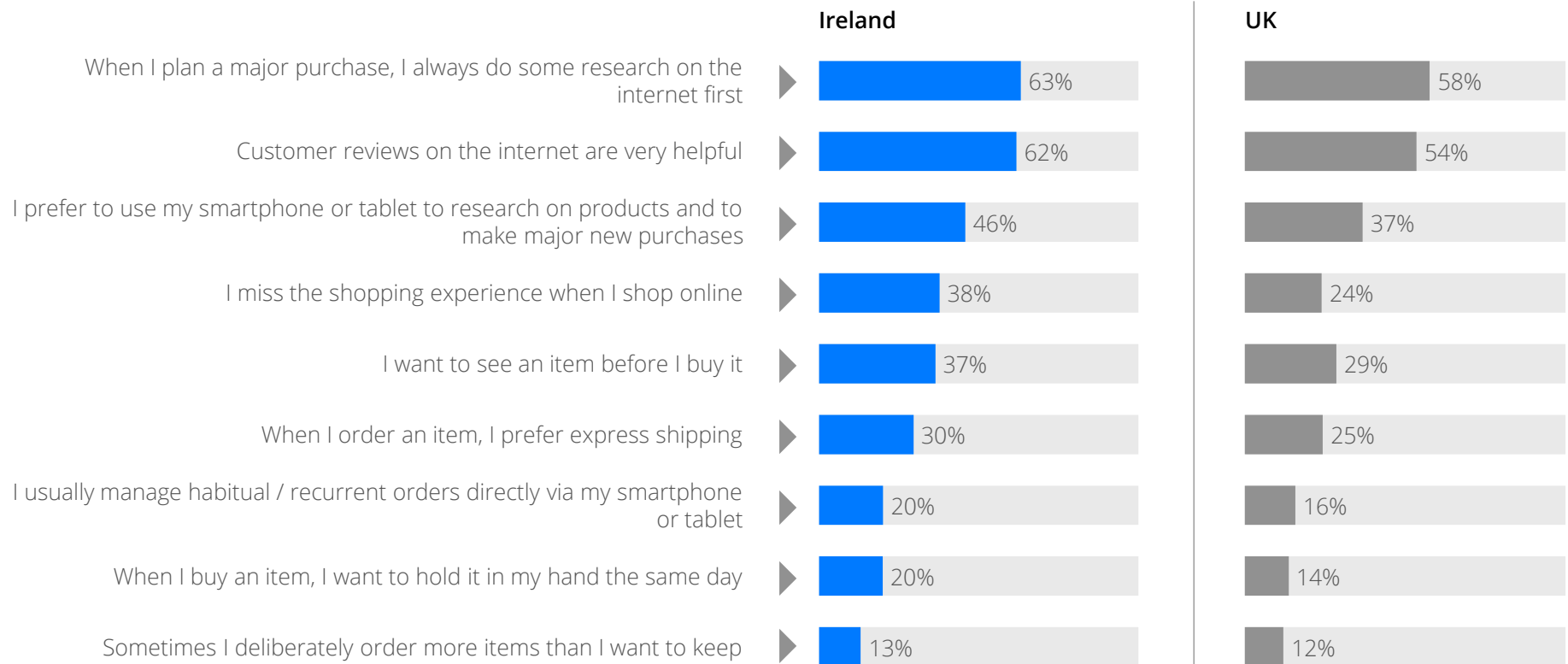
"Which of these products and services are you interested in?"; Multi Pick; Base: n= 998 online shoppers in Ireland; n= 2,034 online shoppers in the UK (split sample)

Sources: [Statista Global Consumer Survey](#) 2021 - Update 1 as of October 2021

63% of online shoppers in Ireland research online when planning a major purchase

Online shopping: attitudes

Agreement with statements



"Which of these statements do you agree with?"; Multi Pick; Base: n= 998 online shoppers in Ireland; n= 2,034 online shoppers in the UK (split sample)

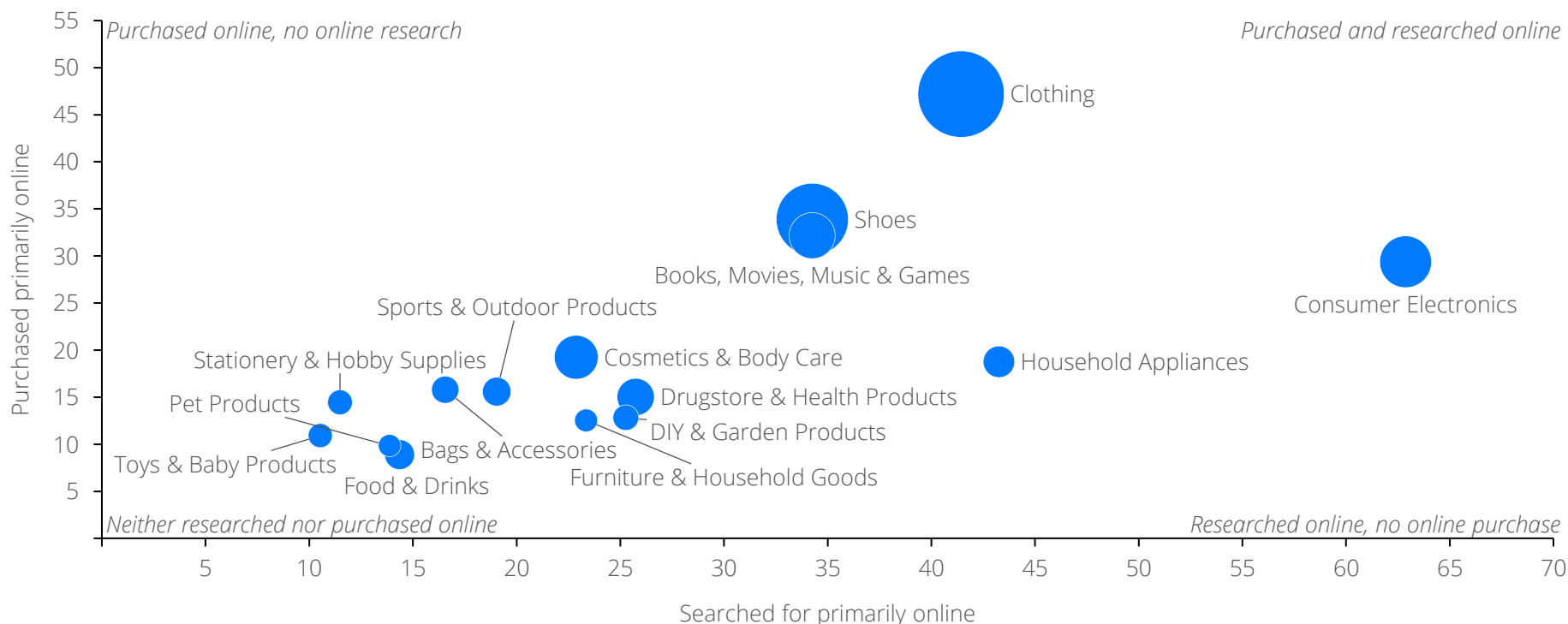
Sources: [Statista Global Consumer Survey 2021](#) - Update 1 as of October 2021

Consumer Electronics and Household Appliances are mainly searched for online

Online shopping: customer journey

Share of consumers in Ireland who primarily search for and purchase a product online in %

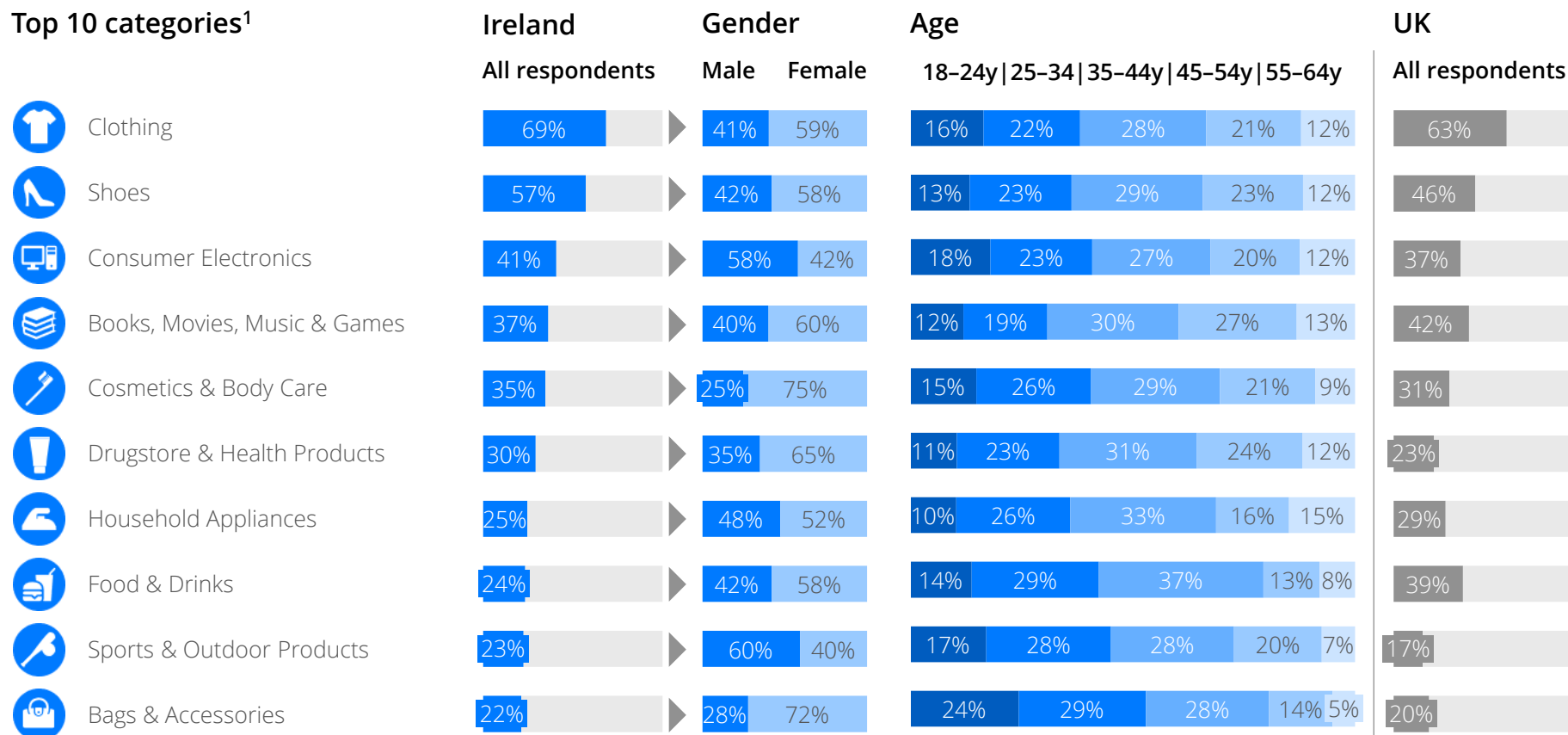
● Share of consumers in Ireland who have ordered items from these categories online in the past 12 months



"For which of these products do you mostly look for information online?"; Multi pick; "Which of these products do you mostly buy/order online?"; Multi pick; "Which of these items have you bought online in the past 12 months?"; Multi pick; Base: n= 1,045 all respondents
Sources: [Statista Global Consumer Survey](#) 2021 - Update 1 as of October 2021

Clothing and Shoes are the main categories for online shopping in Ireland

Online shopping: purchases by category



1: For online purchases among online shoppers in Ireland

"Which of these items have you bought online in the past 12 months?"; Multi Pick; Base: n= 998 online shoppers in Ireland; n= 2,034 online shoppers in the UK (split sample)

Sources: [Statista Global Consumer Survey](#) 2021 - Update 1 as of October 2021



The Irish eCommerce market

This chapter contains an in-depth analysis of the Irish eCommerce market and draws international comparisons. It shows net sales developments and forecasts, insights into sales channels, and extensive KPI analyses, e.g. payment and shipping methods.

- Market structure
- KPI analysis

The Irish eCommerce market

Key findings

Criteria

Assessment of the Irish eCommerce market

Growth potential

- The market volume of the top 100 Irish online stores has increased by 57% since 2018
- The market volume of the top 5 Irish stores has increased by 67% since 2018

Net sales distribution

- The top 5 stores account for 39% of the top 100 net sales in Ireland in 2020
- The top 6-25 stores account for 36% of the top 100 net sales in Ireland in 2020

Online share of total retail sales

- Electronics & Media has the highest online share among all Irish categories
- An international comparison of online shares shows that there is the potential for a higher online penetration in all Irish categories

Share of online pure players

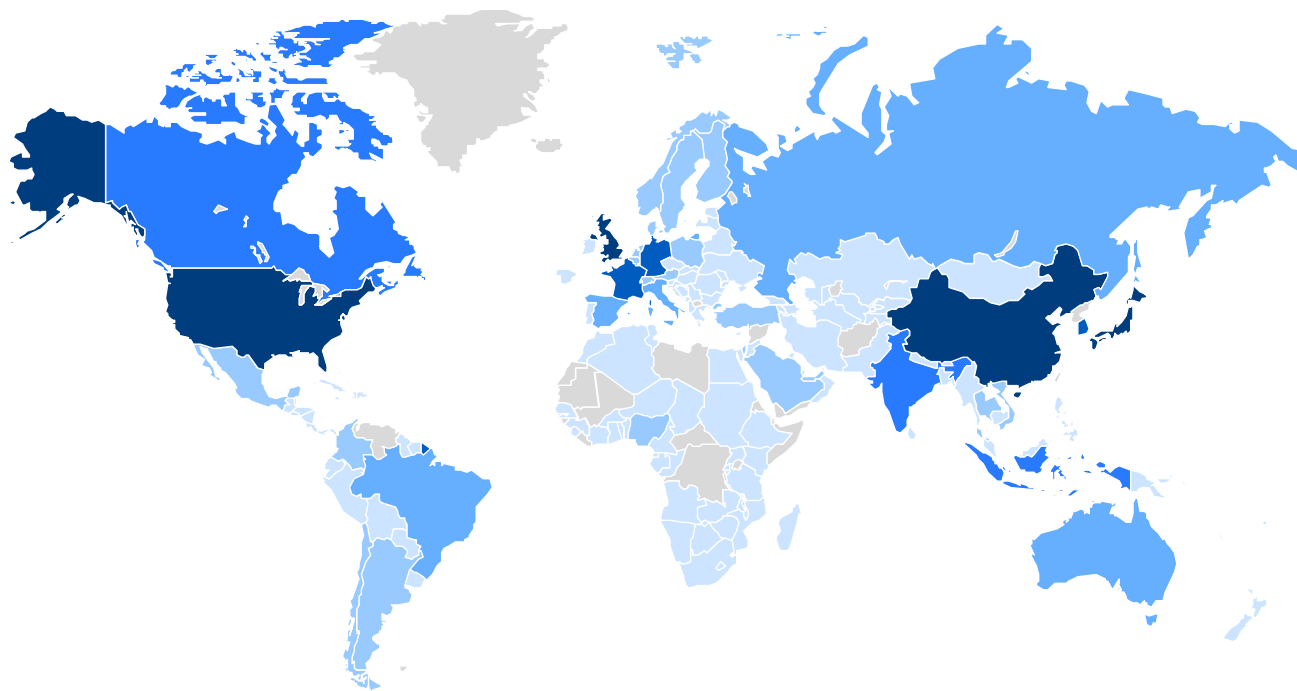
- In terms of numbers, 30% of the top 100 Irish stores are pure players - 31% in terms of sales
- In China, the share of pure players is higher in terms of numbers (50%) and in terms of sales (74%)

With US\$1,111 billion, China was undisputedly the biggest eCommerce market in 2020

Market structure: country comparison

eCommerce revenues in billion US\$ in 2020

US\$0.1bn  US\$1.111bn  Country out of scope

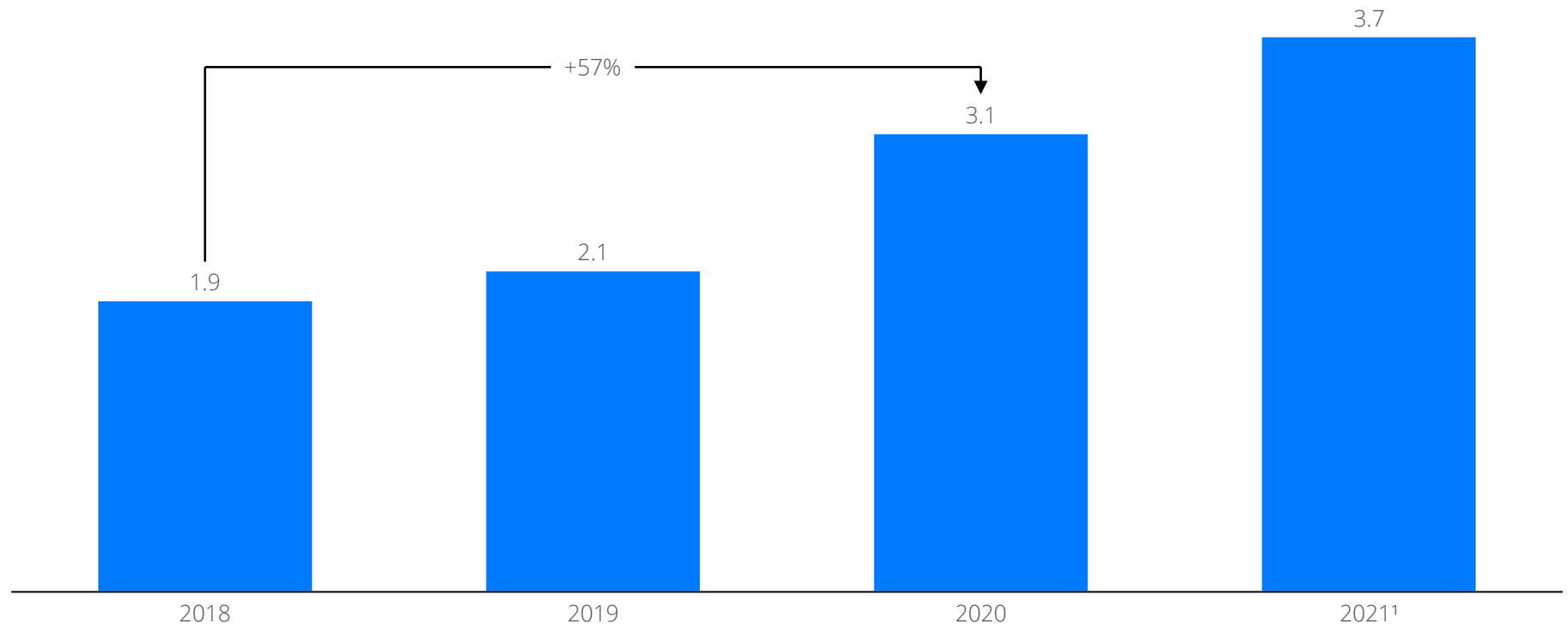


- In 2020, the global¹ eCommerce market was worth US\$2.5 trillion in revenues
- China remains by far the largest eCommerce market worldwide with revenues of US\$1,111 billion in 2020
- Next to China, the U.S., Japan, the United Kingdom and Germany also rank among the top 5 eCommerce countries in terms of revenues in 2020

The market volume of the top 100 Irish online stores has increased by 57% since 2018

Market structure: net sales development

eCommerce net sales of the top 100 online stores in Ireland in billion US\$



Note: based on the top 100 online stores by net sales in Ireland in the respective year

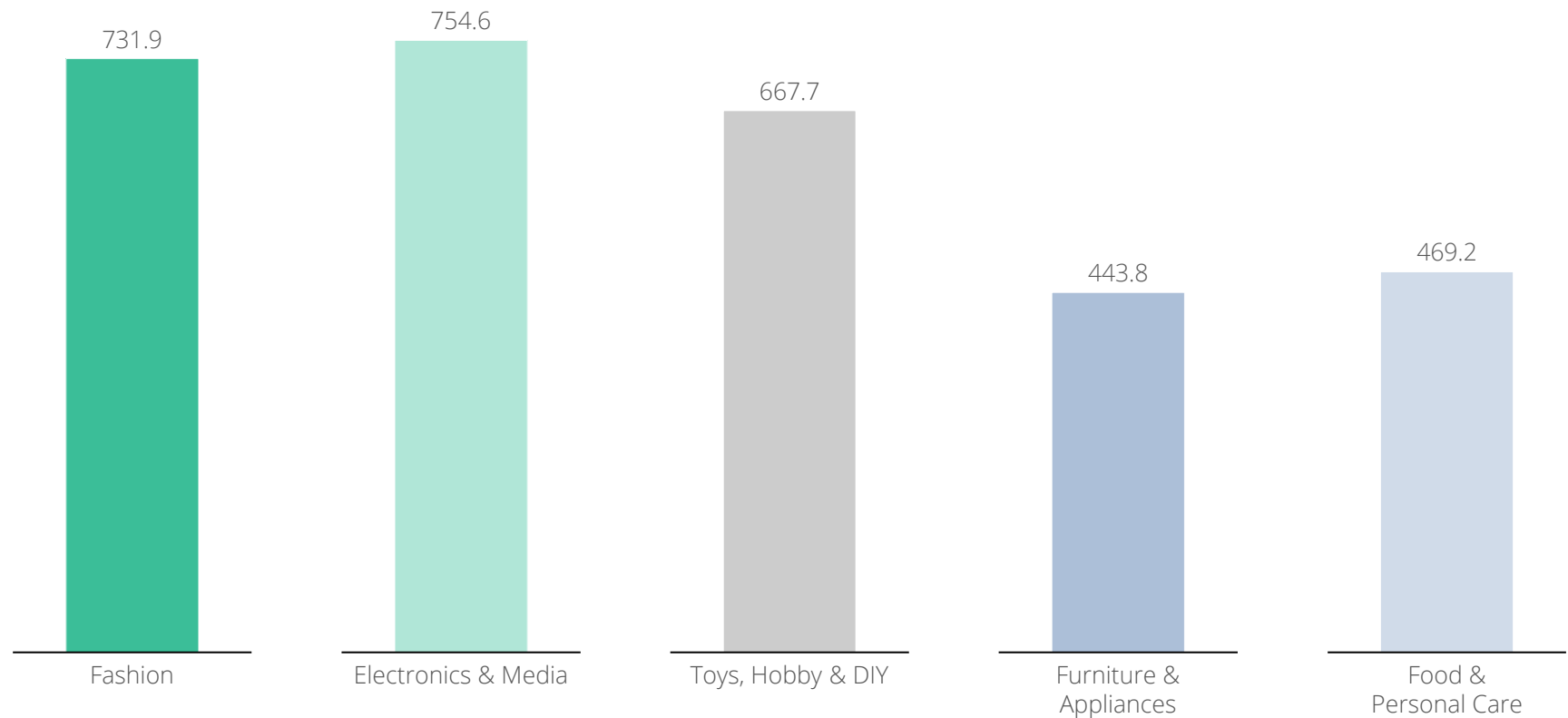
1: Forecast

Sources: [ecommerceDB](#) as of October 2021

With about US\$755 million, Electronics & Media is the largest category in Irish eCommerce

Market structure: category split

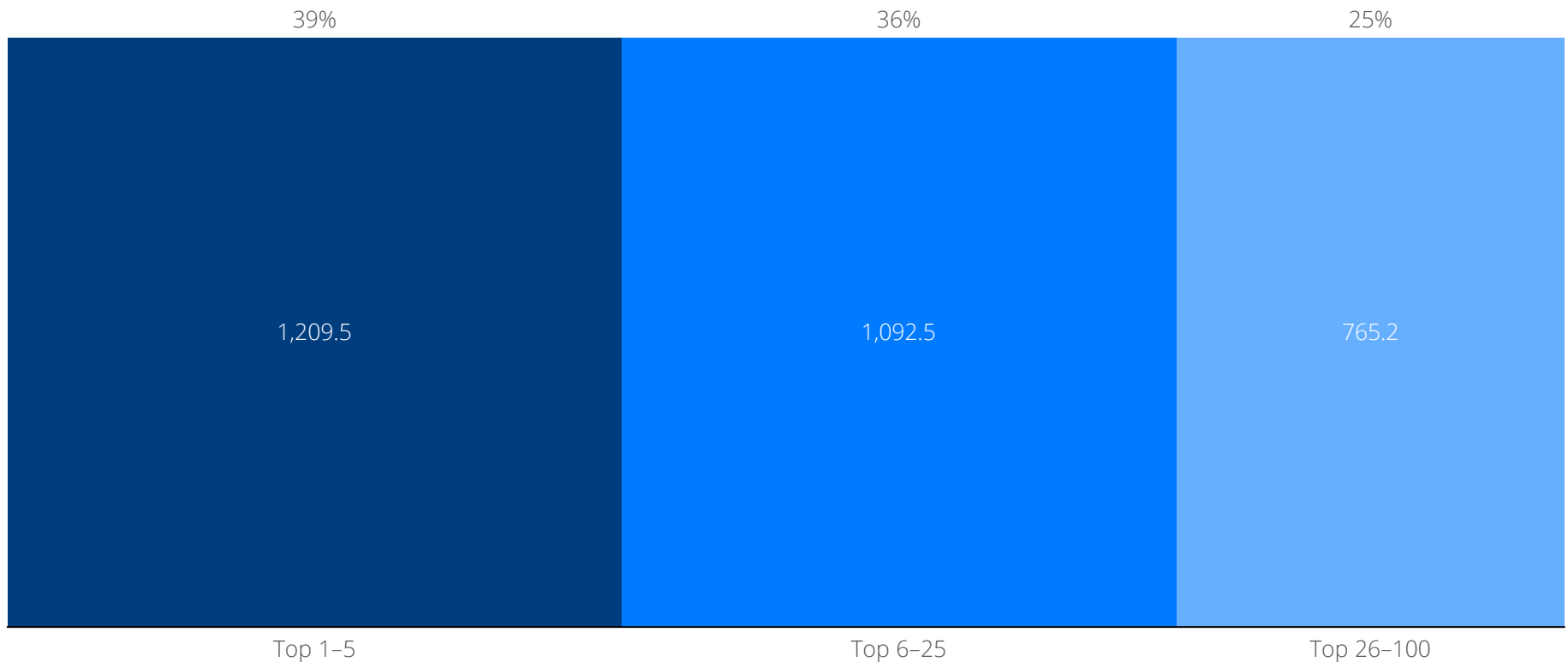
eCommerce net sales of the top 100 online stores in Ireland in million US\$ in 2020



The top 5 stores account for 39% of the top 100 net sales in Ireland in 2020

Market structure: net sales distribution among top stores

Net sales distribution among the top 100 Irish online stores in 2020 in million US\$

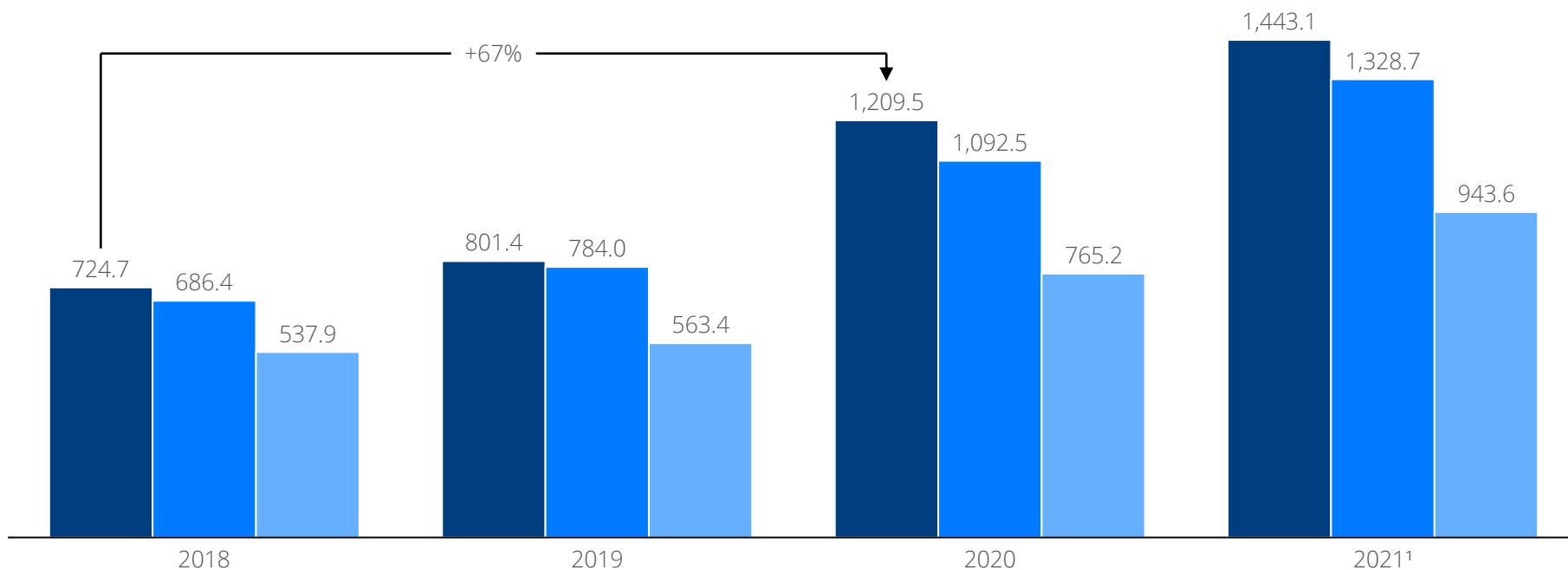


The market volume of the top 5 Irish stores has increased by 67% since 2018

Market structure: concentration development

eCommerce net sales of the top online stores in Ireland in million US\$

■ Top 5 ■ Top 6 - 25 ■ Top 26 - 100



Note: based on the top 100 online stores by net sales in Ireland in the respective year

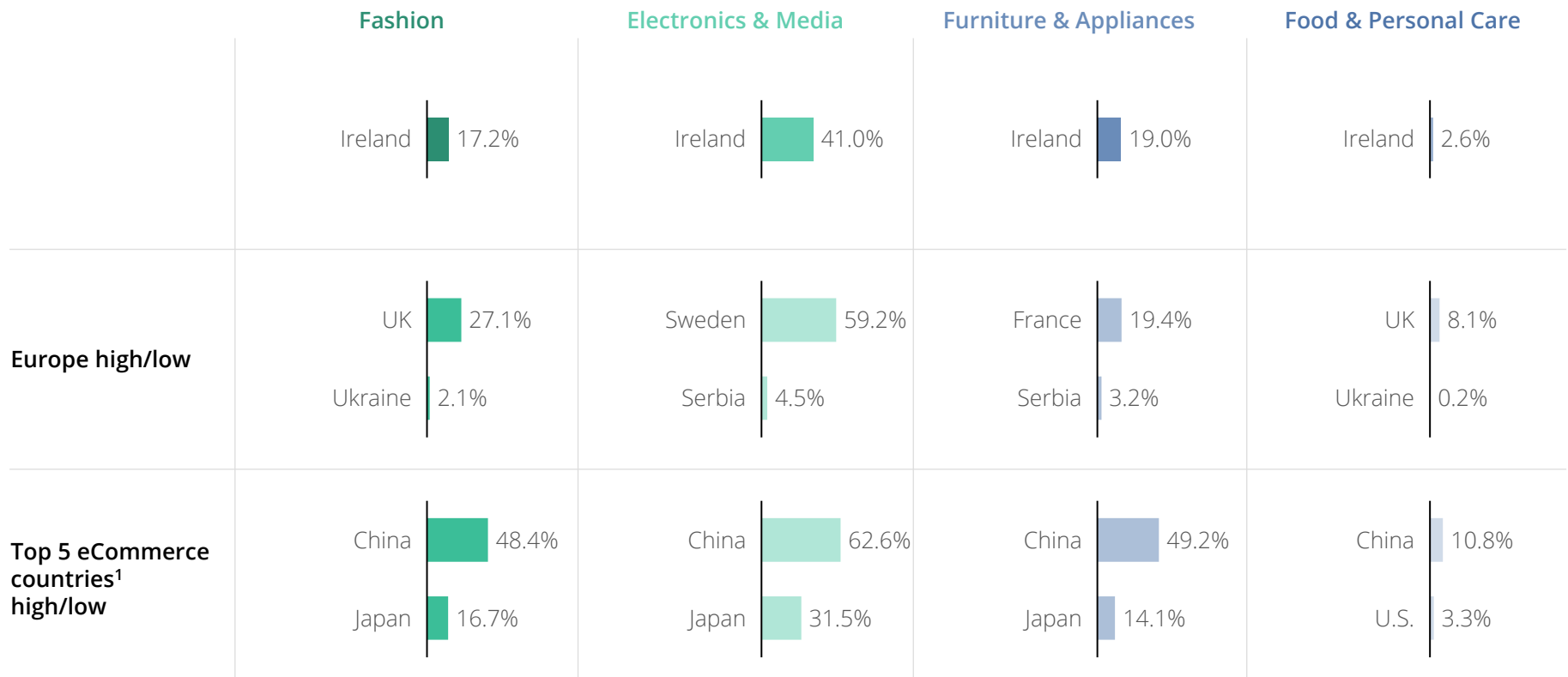
1: Forecast

Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

Electronics & Media has the highest online share among all Irish categories

Market structure: online shares in selected retail markets

Comparison of online shares to highest and lowest shares in 2020



Note: Only the categories for which data is available are displayed.

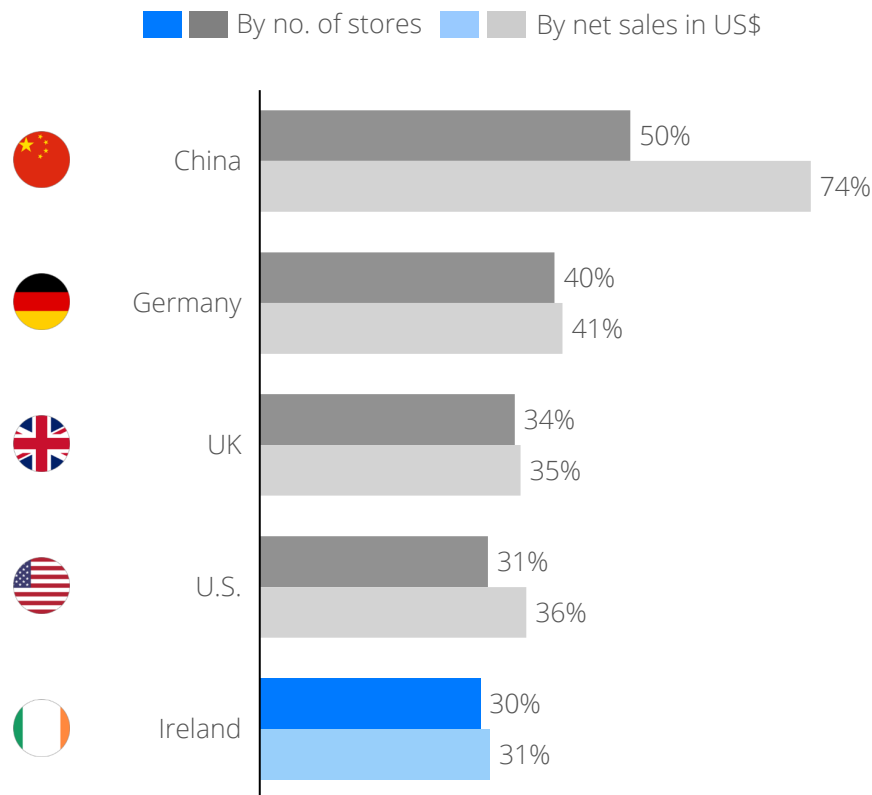
1: By revenues in 2020: China, U.S., Japan, UK, Germany

Sources: [Statista Digital Market Outlook 2021](#)

In terms of numbers, 30% of the top 100 Irish stores are pure players - 31% in terms of sales

Market structure: sales channels

2020 share of online pure players in selected countries



Key findings

- In terms of numbers, 30% of the top 100 Irish stores are online pure players, i.e., stores that sell exclusively online
- As far as net sales are concerned, 31% of net sales of the Irish top 100 online stores are generated by online pure players
- In China, the share of pure players is higher in terms of numbers (50%) and in terms of sales (74%)
- Among the countries analyzed, Ireland has the lowest share of pure players, both in terms of numbers and in terms of net sales

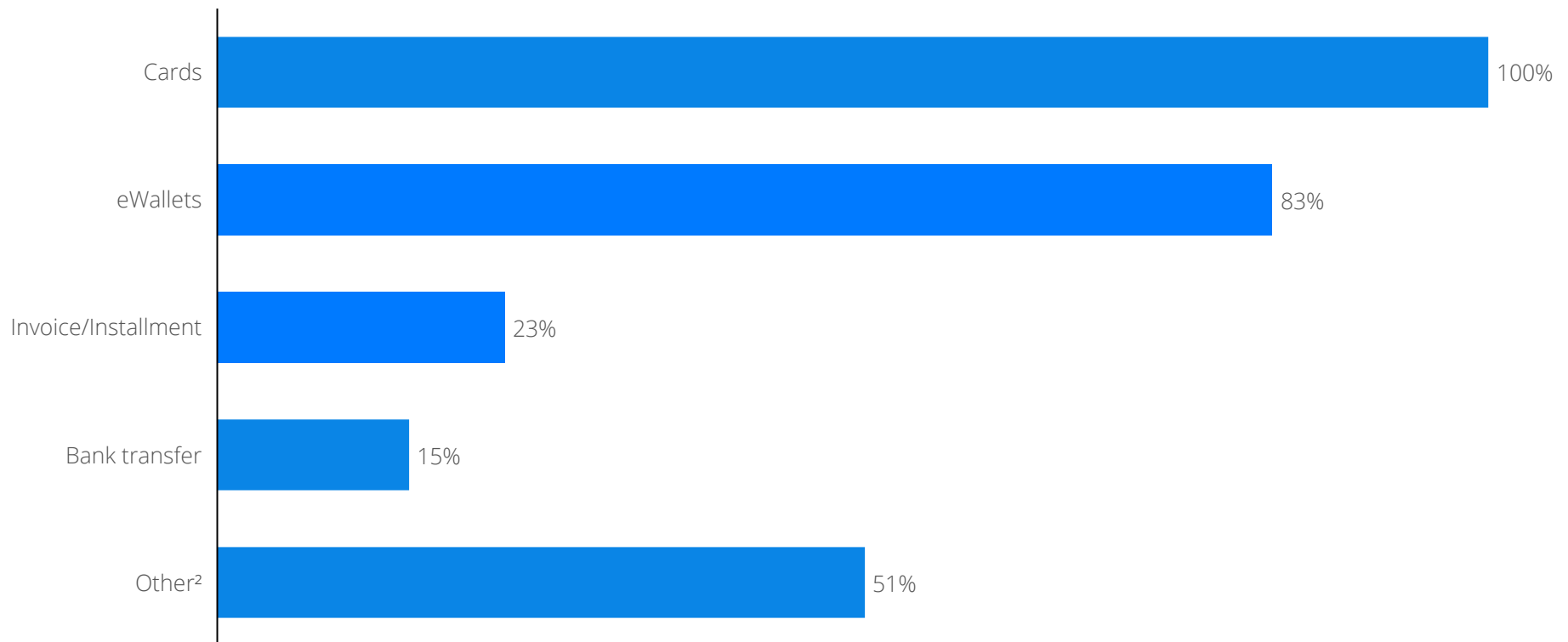
Methodology

- Stores are defined as pure players if they do not sell via bricks & mortar
- The analysis is based on data of ecommerceDB.com for the top 500 stores for which multichannel information is available
- Stores are allocated to the country in which their main net sales are generated

Cards are the payment method offered most by the top 100 Irish online stores

KPI analysis: payment analytics (1/2)

Share of the top 100 Irish online stores with at least one payment method belonging to the following categories¹



1: A store can offer more than one payment method (Multi-Pick) 2: Includes gift cards

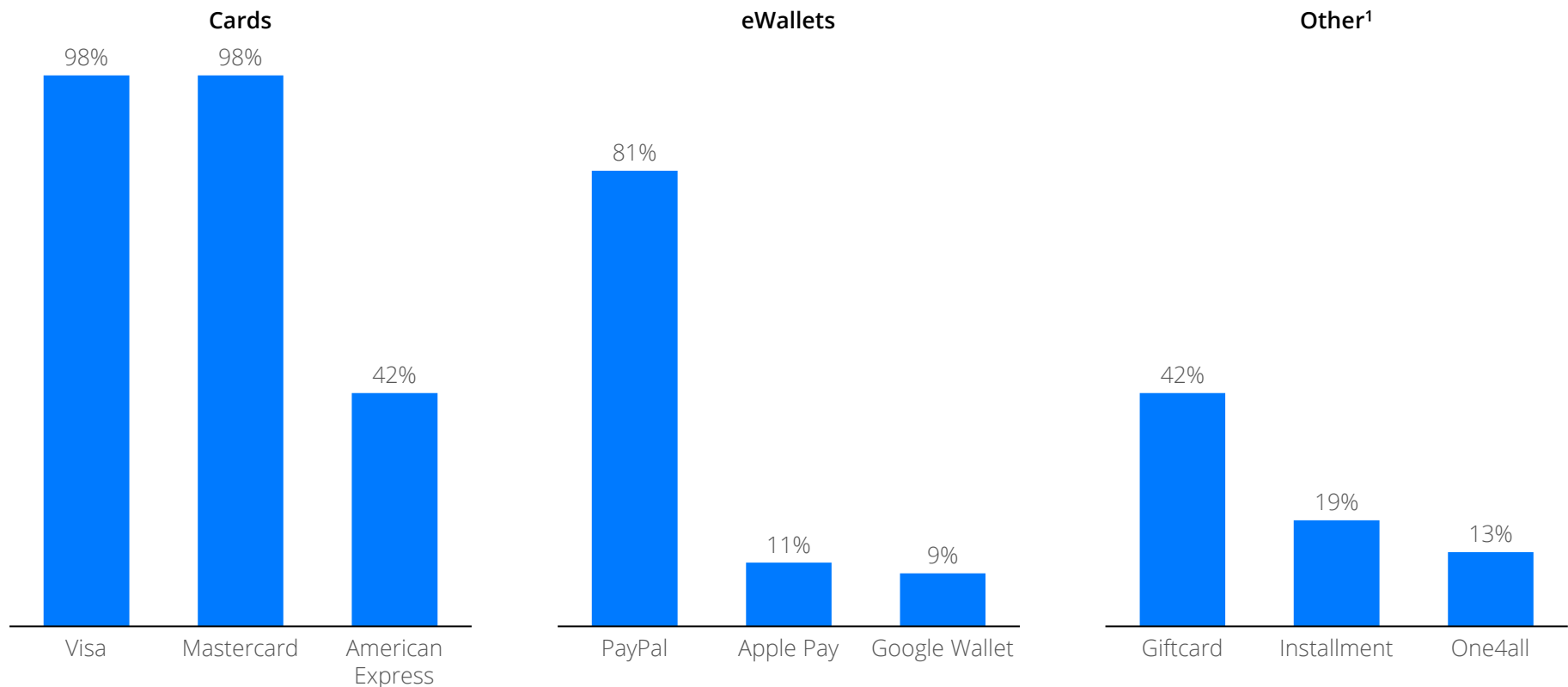
Note: based on the top 100 online stores by net sales in Ireland in 2020 for which payment information is available

Sources: [ecommerceDB](#) as of October 2021

98% of the top Irish stores offer payment by Visa and Mastercard

KPI analysis: payment analytics (2/2)

Top 3 provider by payment method offered by the top 100 Irish online stores



1: Payment providers other than Cards and eWallets

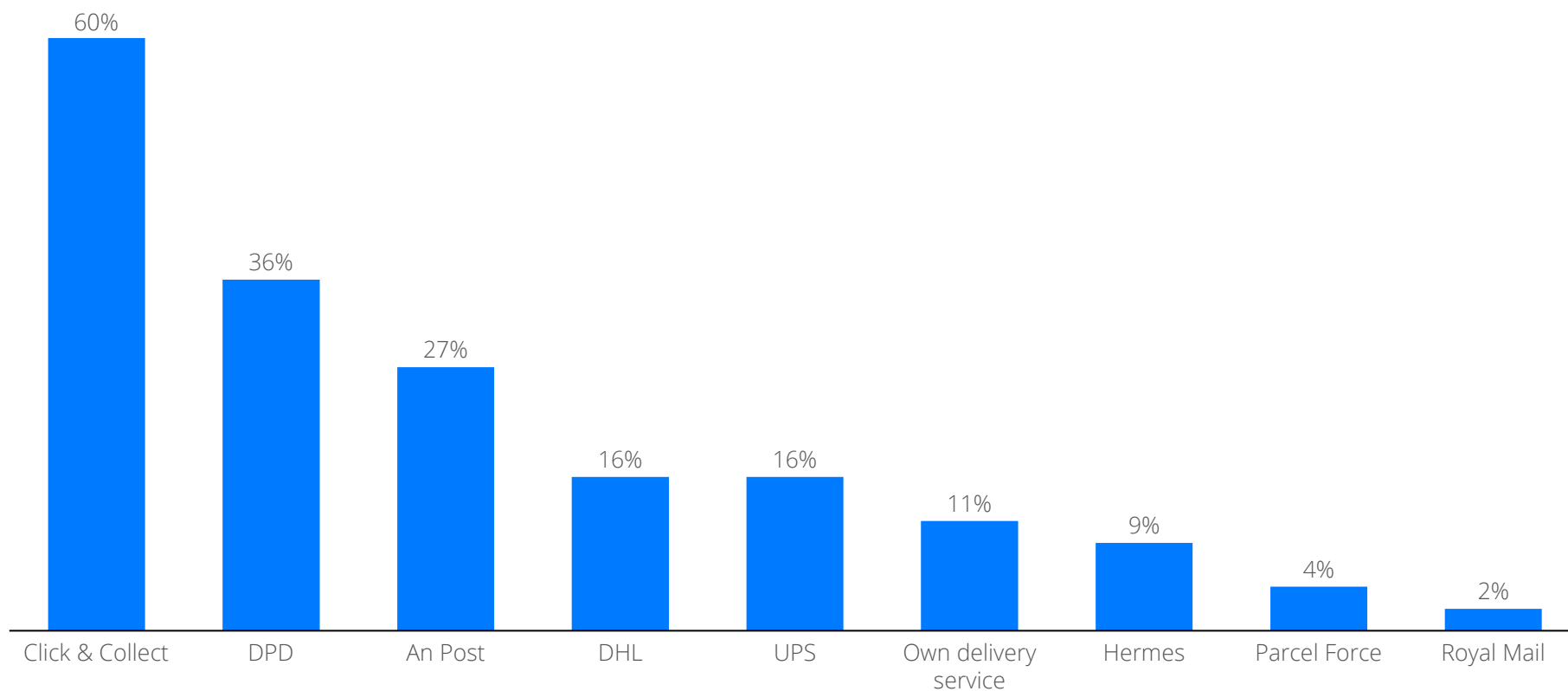
Note: based on the top 100 online stores by net sales in Ireland in 2020 for which payment information is available; a store can offer more than one payment method (Multi-Pick)

Sources: [ecommerceDB](#) as of October 2021

The top 3 shipping providers of the top 100 Irish online stores are Click & Collect, DPD, and An Post

KPI analysis: shipping service provider

Share of top 100 Irish online stores that work with the following selected shipping service providers¹



1: A store can work with more than one shipping service provider (Multi-Pick)

Note: based on 82% of the top 100 online stores by net sales in Ireland in 2020 for which shipping information is available and known

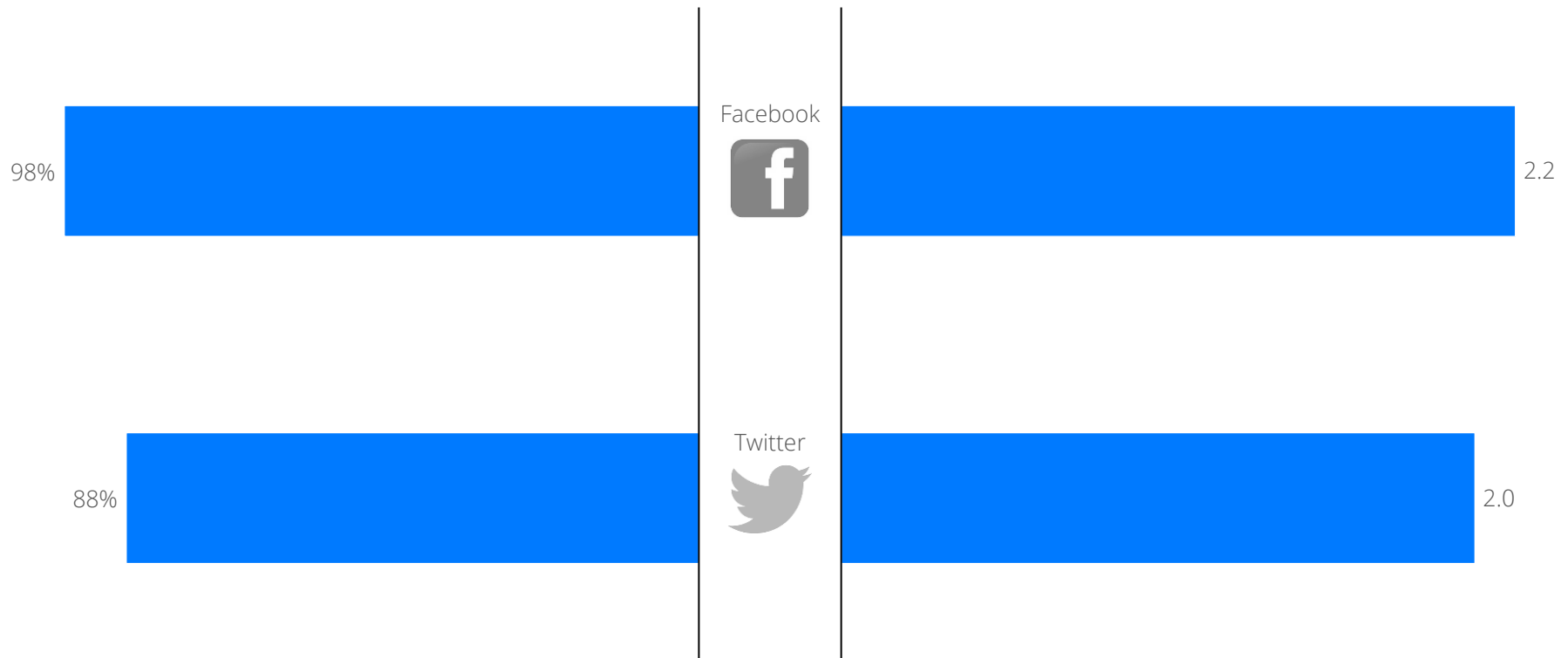
Sources: [ecommerceDB](#) as of October 2021

When it comes to social media, Irish online stores mainly use Facebook

KPI analysis: social media activity (1/2)

Share of Irish stores that use social media networks

Activity Score¹ 2020



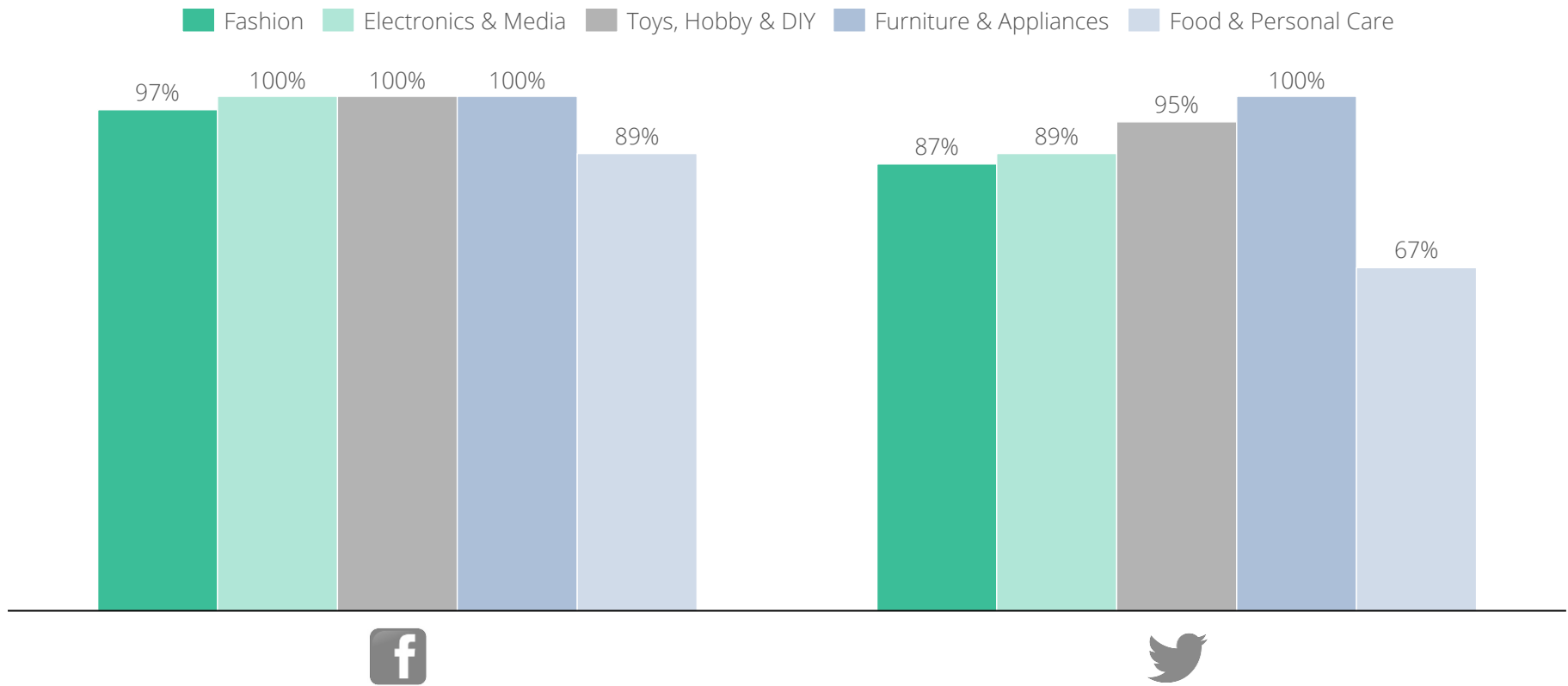
1: Score from 0 to 5 based on the frequency of posted content by the account and the interaction of the social media users with the posted content. A higher score represents a greater activity of the account posting content frequently together with a higher interaction of the social media users reacting to posts in form of the number of likes, shares, and comments.

Note: based on the top 100 online stores by net sales in Ireland in 2020 for which social media information is available
Sources: [ecommerceDB](#) as of October 2021

With 100%, stores offering Furniture & Appliances have the highest percentage of Twitter usage

KPI analysis: social media activity (2/2)

Share of Irish stores that use social media networks¹



1: Stores by main category

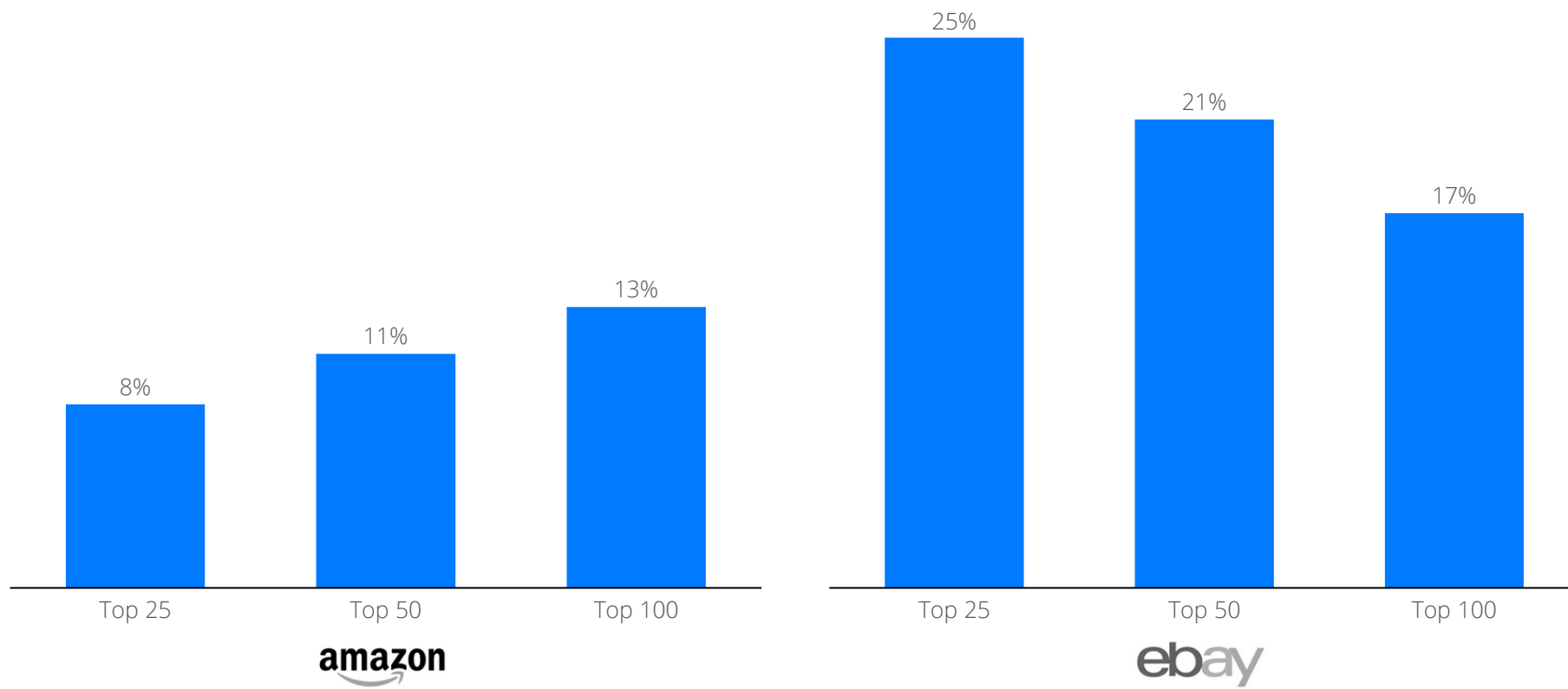
Note: based on the top 100 online stores by net sales in Ireland in 2020 for which social media information is available

Sources: [ecommerceDB](#) as of October 2021

Among the top 100 Irish stores, eBay is used more than amazon for online marketplace activities

KPI analysis: marketplaces

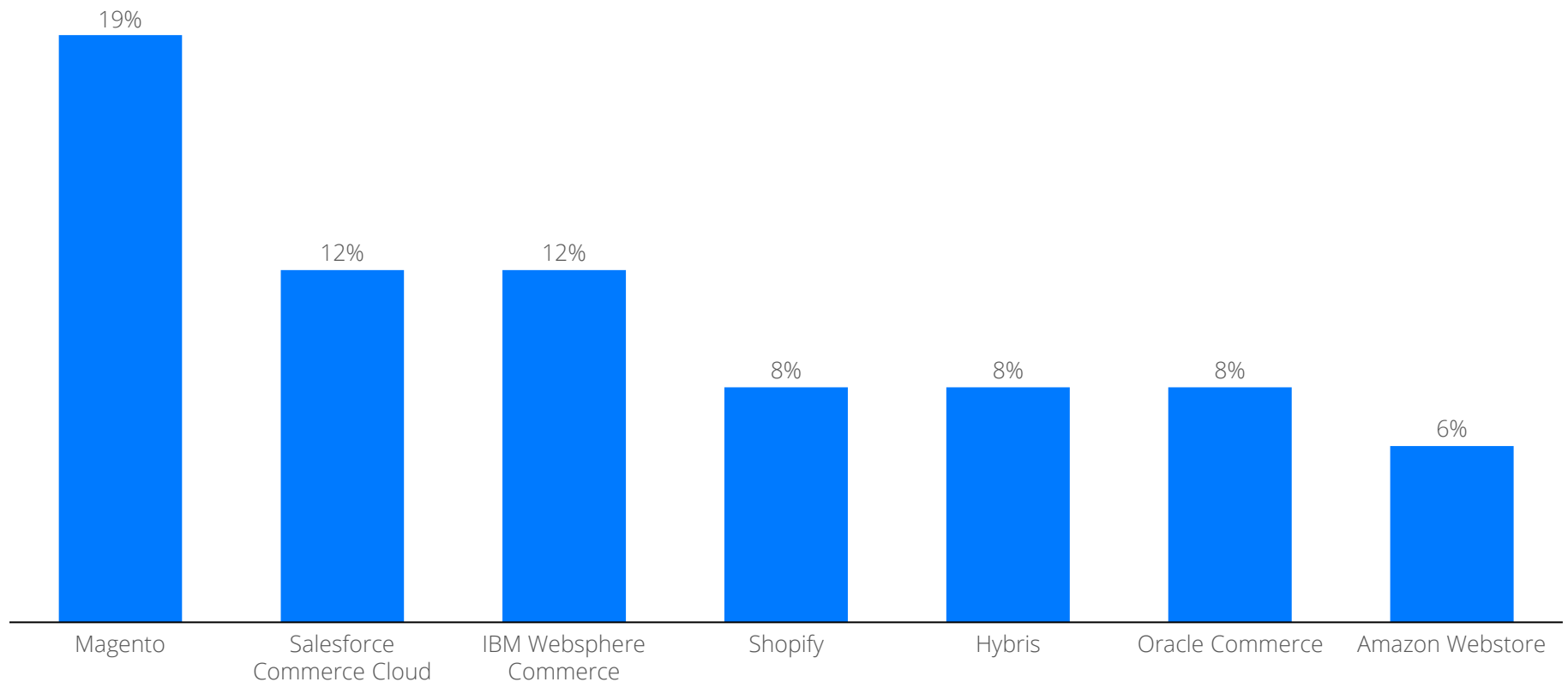
Share of Irish online stores with additional amazon or eBay profile in 2021



Magento is the shop software most frequently used by the top 100 Irish stores

KPI analysis: shop software

Distribution of selected shop software used by Irish online stores in 2021¹



1: A store can use more than one shop software (Multi-Pick)

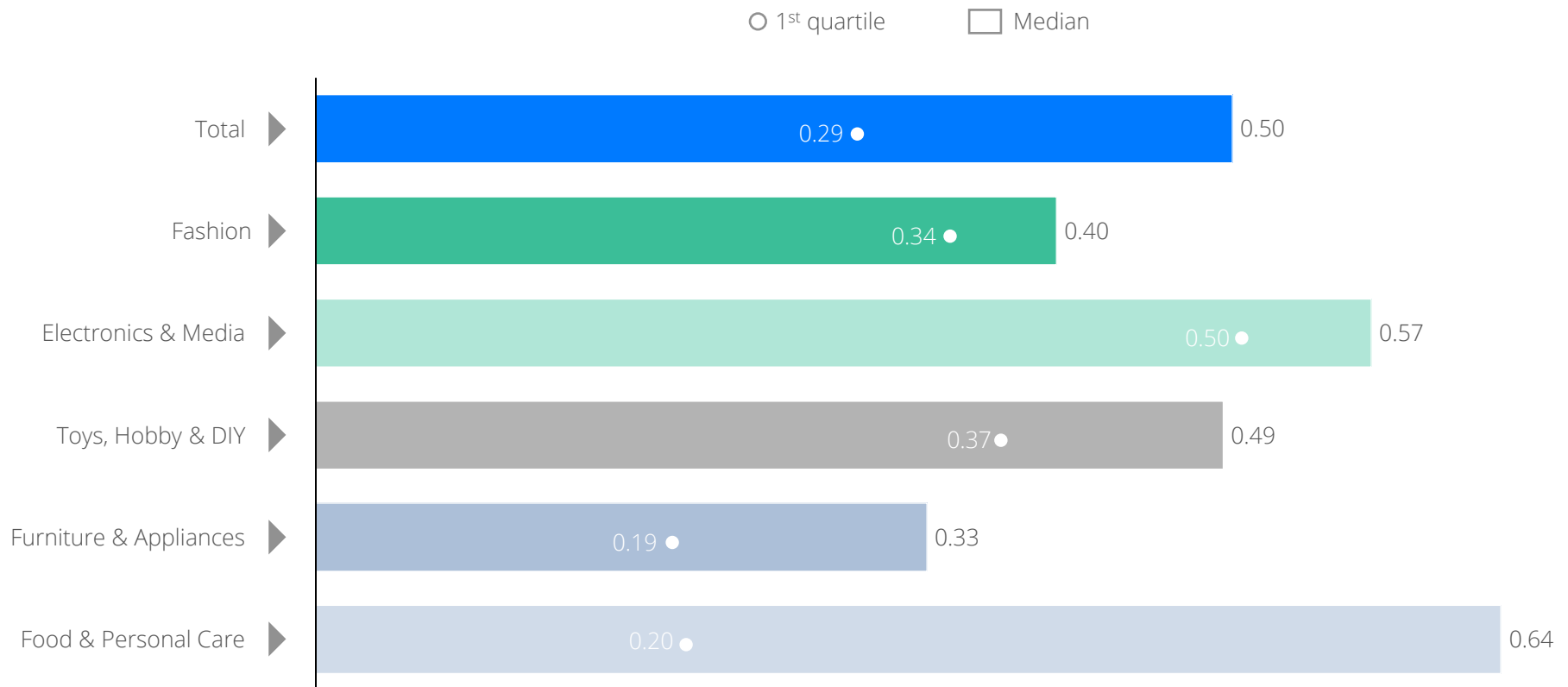
Note: based on the 53% of the top 100 online stores by net sales in Ireland in 2020 for which information about shop software is available and known

Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

The Irish category with the highest search engine CPC is Food & Personal Care

KPI analysis: marketing performance indicators (1/2)

Search engine CPC¹ in Ireland in US\$ in 2021



1: Cost per click (CPC) is a performance-based billing method in online marketing. Explained compactly, advertisers pay a fixed price to the site operator for each click on the online advertisement placed by them.

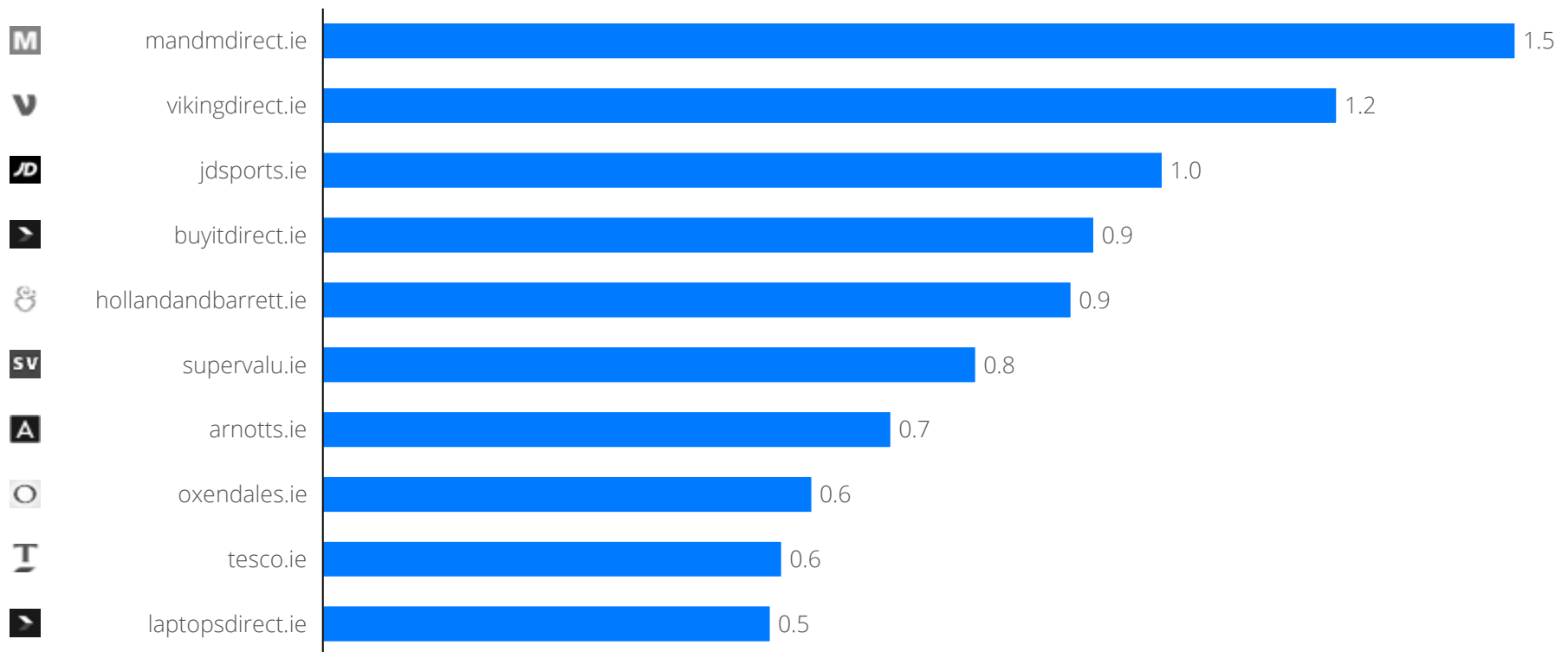
Note: based on the top 100 online stores by net sales in Ireland in 2020 for which information is available

Sources: [ecommerceDB](#) as of October 2021

Mandmdirect.ie has spent about US\$1 million on search engine advertising in 2020

KPI analysis: marketing performance indicators (2/2)

Top 10 SEA¹ budgets of Irish stores in million US\$ in 2020



1: Search engine advertising (SEA): money spent to appear as sponsored results in search engines in response to a defined set of search terms and keywords

Note: based on the top 100 online stores by net sales in Ireland in 2020 for which SEA information is available

Sources: [ecommerceDB](#) as of October 2021



Irish stores: top 100 analysis

This chapter gives an overview of the player landscape in the Irish eCommerce market: It includes key facts, the top players, profound category analyses, and a full list of the Irish top 100.

- Irish top stores
- Category insights
- Top 100 ranking

Irish stores: top 100 analysis

Key findings
















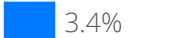




Criteria

Assessment of the Irish top 100 online stores

Irish top stores	<ul style="list-style-type: none">▪ Amazon.co.uk heads the list of top 10 Irish stores▪ On average, Irish top stores achieved a year-over-year growth of 24% in 2021
Top stores in Fashion	<ul style="list-style-type: none">▪ 53% of online stores in Ireland among the top 100 are active in Fashion▪ Next.ie is the largest player, while superdry.ie leads in terms of growth
Top stores in Electronics & Media	<ul style="list-style-type: none">▪ 23% of online stores in Ireland among the top 100 are active in Electronics & Media▪ Amazon.co.uk is the largest player, while komplett.ie leads in terms of growth
Top stores in Toys, Hobby & DIY	<ul style="list-style-type: none">▪ 47% of online stores in Ireland among the top 100 are active in Toys, Hobby & DIY▪ Argos.ie is the largest player, while adidas.ie leads in terms of growth
Top stores in Furniture & Appliances	<ul style="list-style-type: none">▪ 34% of online stores in Ireland among the top 100 are active in Furniture & Appliances▪ Currys.ie is the largest player, while ikea.com leads in terms of growth
Top stores in Food & Personal Care	<ul style="list-style-type: none">▪ 20% of online stores in Ireland among the top 100 are active in Food & Personal Care▪ Tesco.ie is the largest player, while myprotein.ie leads in terms of growth

Amazon.co.uk heads the list of top 10 Irish stores

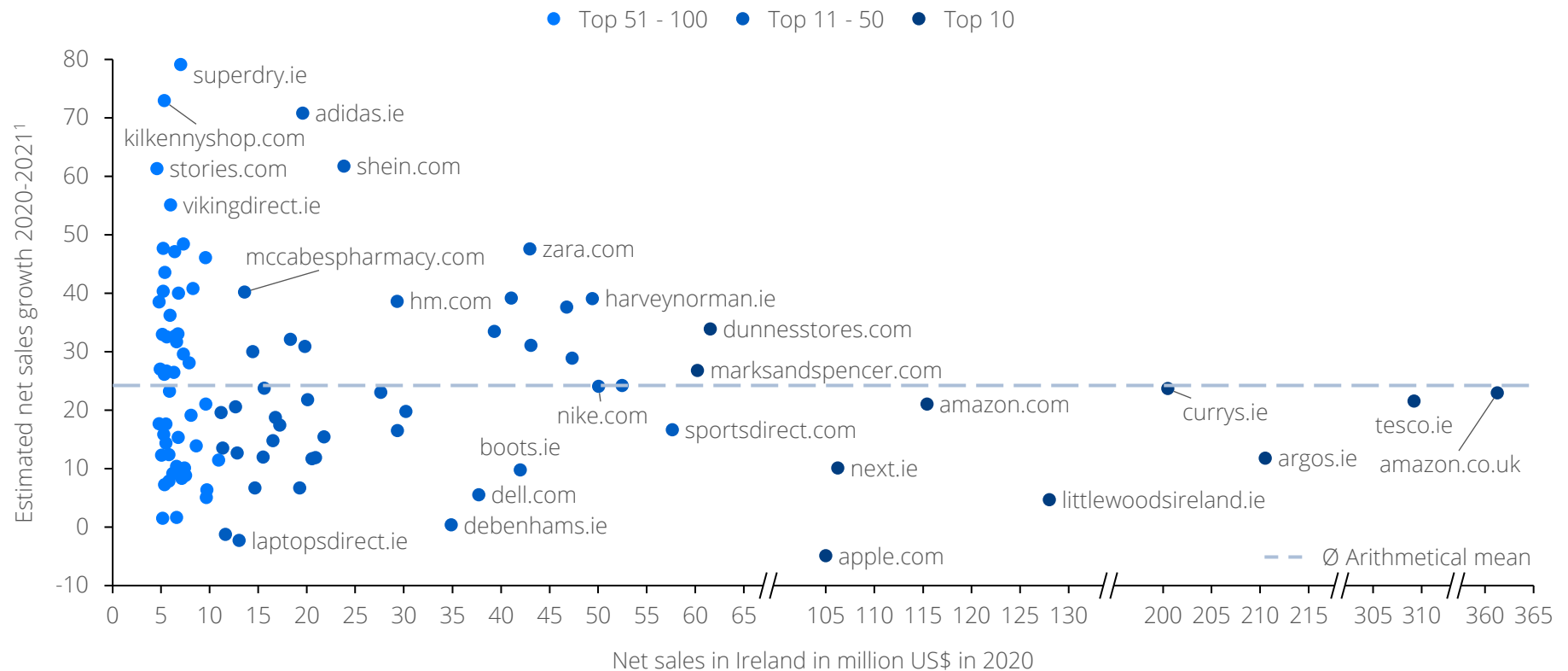
Irish top stores: top 10 stores by net sales

Rank	Store	Net sales in Ireland in million US\$ in 2020	Main category	Share of top 100 ¹
1	amazon.co.uk	 361	Electronics & Media	 11.8%
2	tesco.ie	 309	Food & Personal Care	 10.1%
3	argos.ie	 211	Toys, Hobby & DIY	 6.9%
4	currys.ie	 201	Electronics & Media	 6.5%
5	littlewoodsireland.ie	 128	Toys, Hobby & DIY	 4.2%
6	amazon.com	 115	Electronics & Media	 3.8%
7	next.ie	 106	Fashion	 3.5%
8	apple.com	 105	Electronics & Media	 3.4%
9	dunnesstores.com	 62	Fashion	 2.0%
10	marksandspencer.com	 60	Fashion	 2.0%

On average, Irish top stores achieved a year-over-year growth of 24% in 2021

Irish top stores: store comparison

Net sales in Ireland and growth¹ of the top 100 Irish stores in 2020



1: Estimated total net sales growth 2020-2021

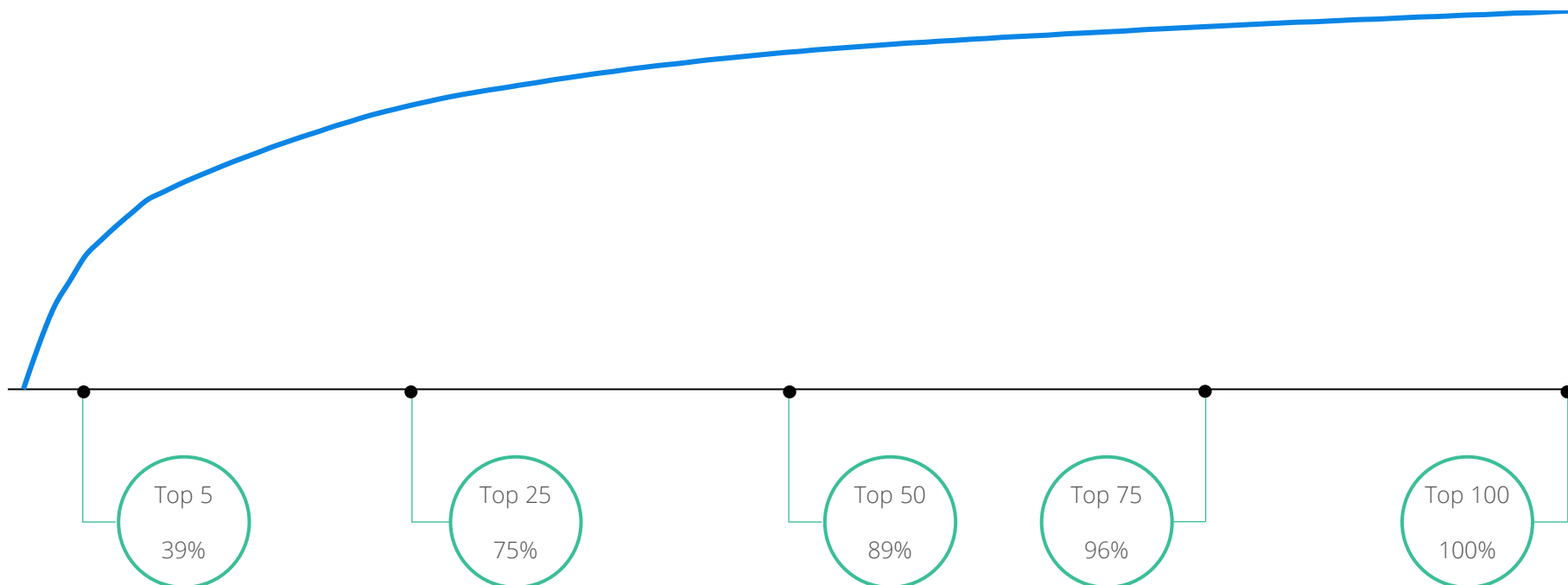
Note: based on the top 100 online stores by net sales in Ireland in 2020. Stores that are no longer online in 2021 are not considered in this analysis

Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

The top 5 Irish stores accounted for 39% of the net sales of the top 100 stores in 2020

Irish top stores: net sales distribution

Cumulative eCommerce net sales distribution of the top¹ 100 stores in Ireland in 2020



Reading support: In 2020, cumulated net sales of the top 25 Irish online stores¹ accounted for 75% of the overall eCommerce net sales of the top 100 online stores in the Irish market.

When it comes to the top 3 stores by categories, amazon.co.uk is listed in 3 out of 5 categories

Category insights: top 3 stores

Category

Top 3 players¹

Net sales in Ireland in million US\$ in 2020²



Fashion



next.ie



dunnesstores.com



asos.com

82.3

47.4

43.5



Electronics & Media



amazon.co.uk



currys.ie



apple.com

197.1

130.3

105.0



Toys, Hobby & DIY



argos.ie



amazon.co.uk



littlewoodsireland.ie

86.3

79.8

44.8



Furniture & Appliances



currys.ie



amazon.co.uk



argos.ie

70.2

50.6

40.0



Food & Personal Care



tesco.ie



supervalu.ie



boots.ie

256.7

39.3

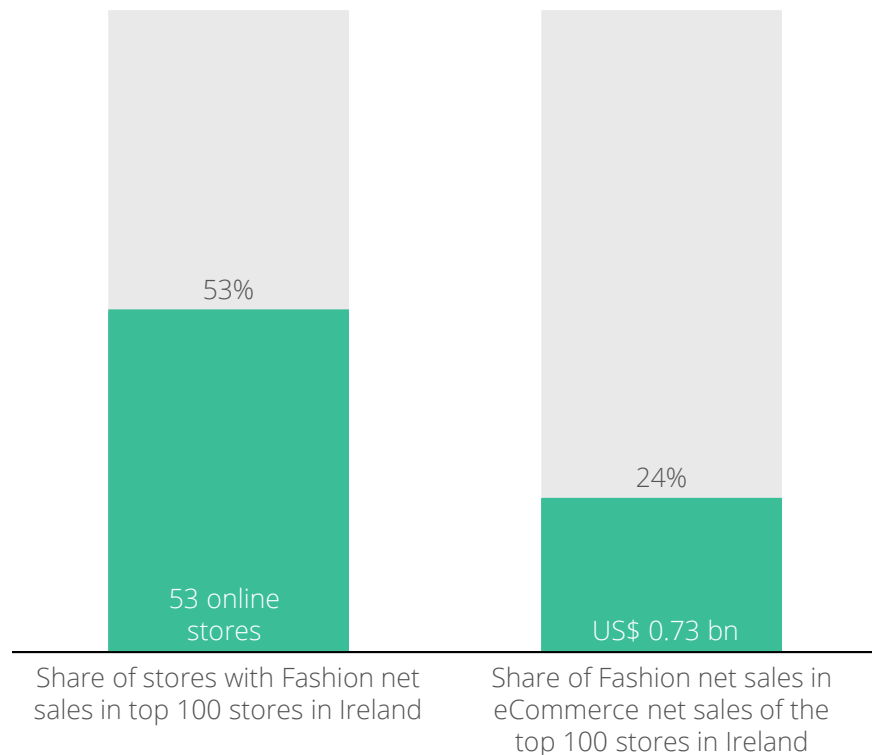
37.8



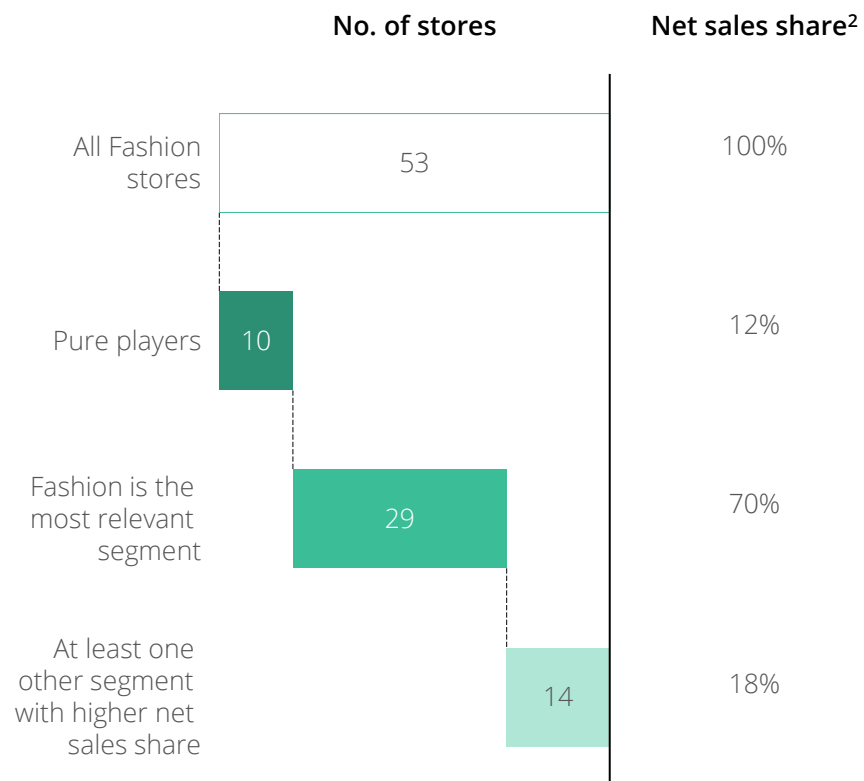
53% of online stores in Ireland among the top 100 are active in Fashion

Category insights: fashion

Fashion relevance among top 100 stores¹



Distribution of top stores¹



1: Top stores by net sales in Ireland in 2020 2: Fashion net sales share

Note: based on the top 100 online stores by net sales in Ireland in 2020 - stores with at least 10% net sales of the store's total net sales within this category or store is among the top 10 players in Ireland.

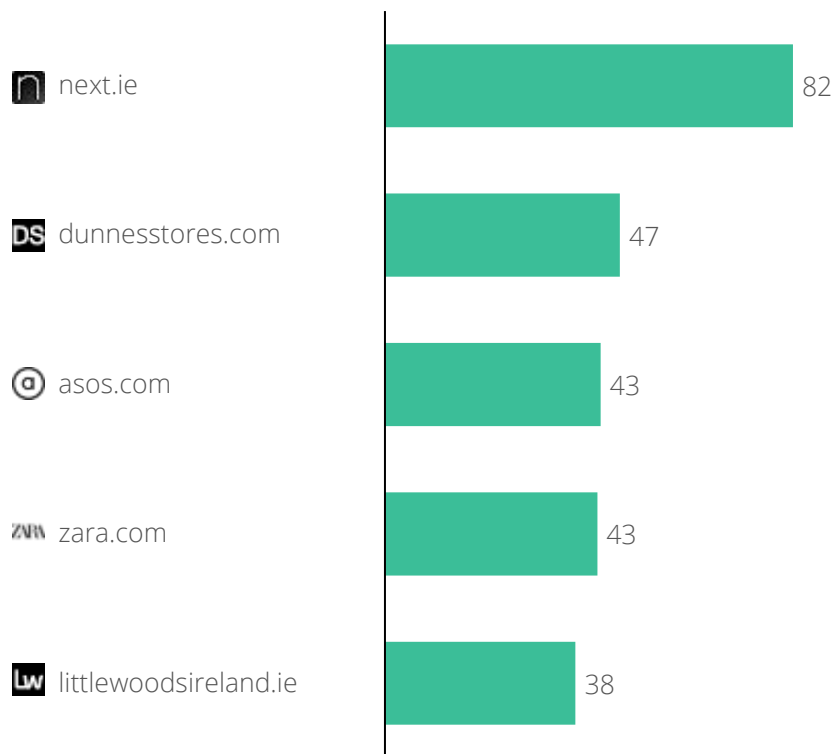
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021



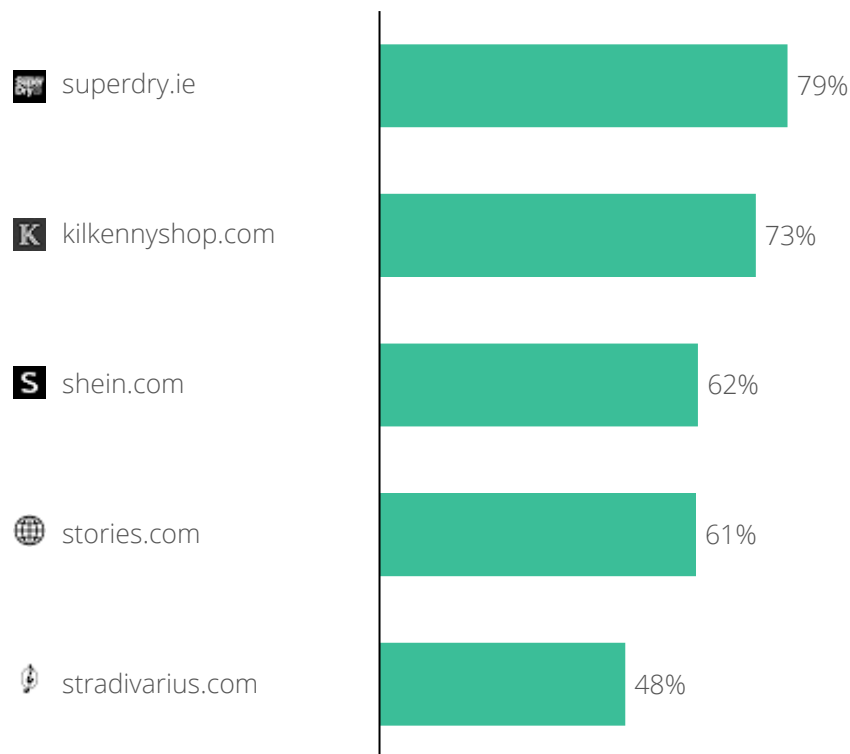
Next.ie is the largest player, while superdry.ie leads in terms of growth

Category insights: fashion

Top stores by category net sales 2020 in million US\$¹



Top stores by estimated net sales growth 2020-2021²



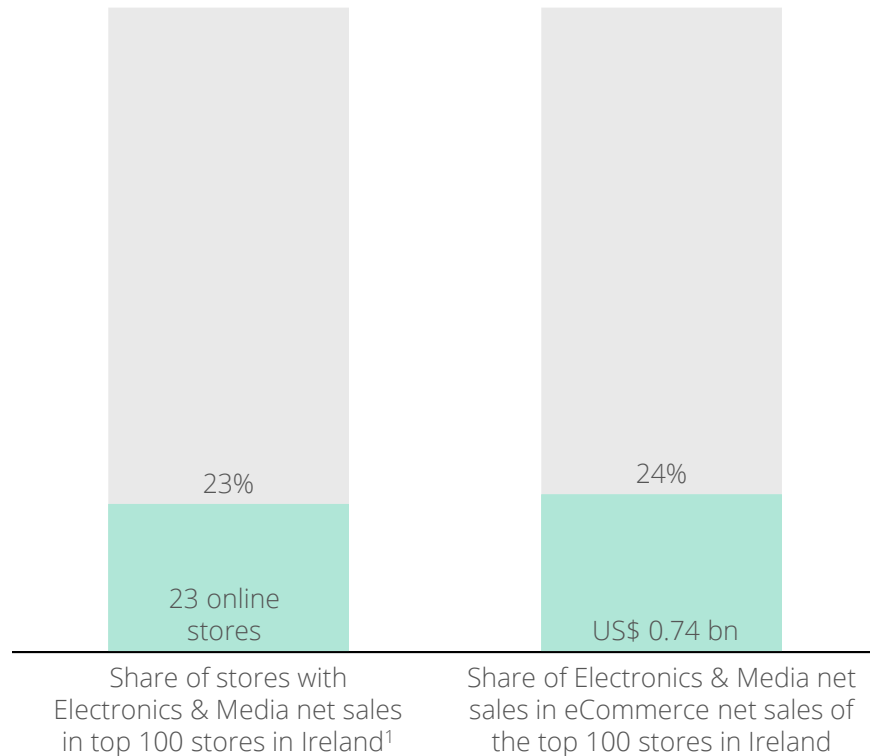
1: Top stores by net sales in the category Fashion in Ireland 2: Estimated net sales growth 2020-2021 (only stores with main category Fashion considered)
Note: based on the top 100 online stores by net sales in Ireland in 2020 - stores with at least 10% net sales of the store's total net sales within this category or store is among the top 10 players in Ireland. Stores that are no longer online in 2021 are not considered in this analysis.
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

23% of online stores in Ireland among the top 100 are active in Electronics & Media

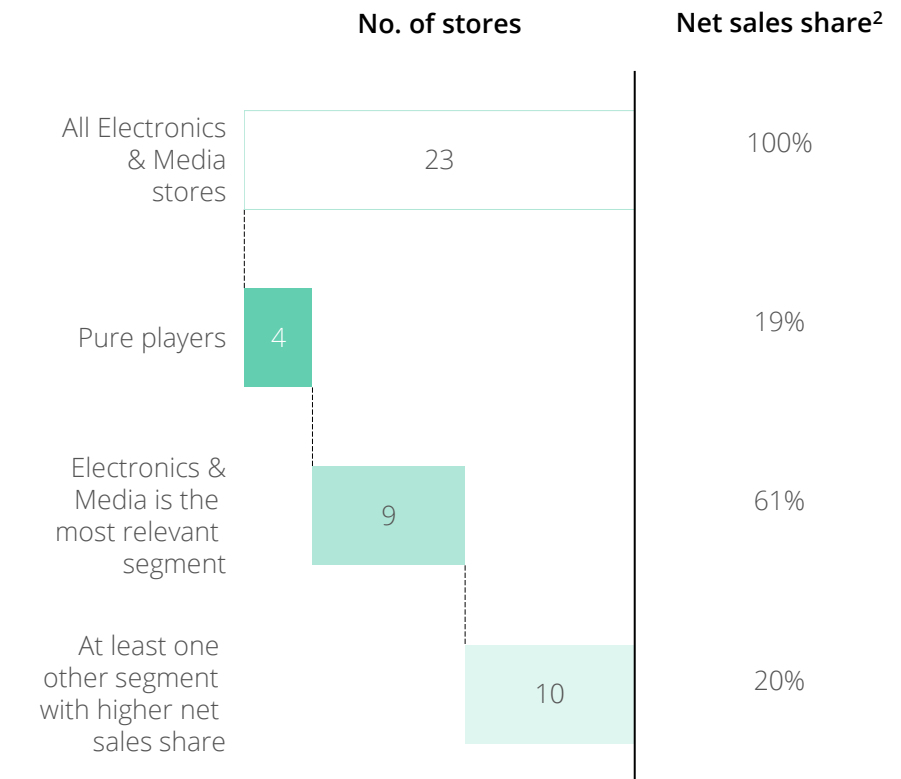
Category insights: electronics & media



Electronics & Media relevance among top 100 stores¹



Distribution of top stores¹



1: Top stores by net sales in Ireland in 2020 2: Electronics & Media net sales share

Note: based on the top 100 online stores by net sales in Ireland in 2020 - stores with at least 10% net sales of the store's total net sales within this category or store is among the top 10 players in Ireland.

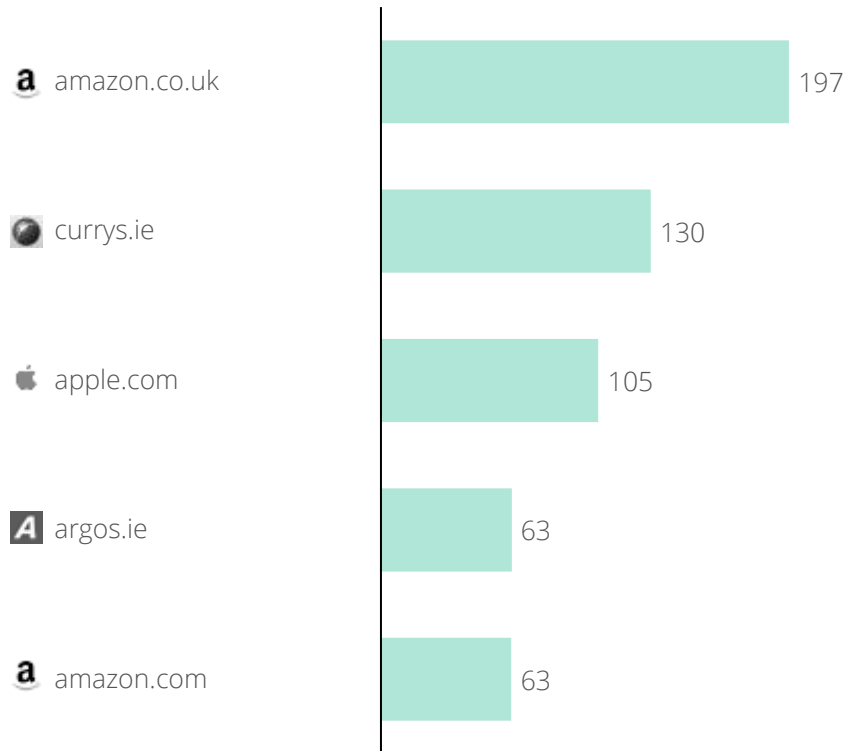
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

Amazon.co.uk is the largest player, while komplett.ie leads in terms of growth

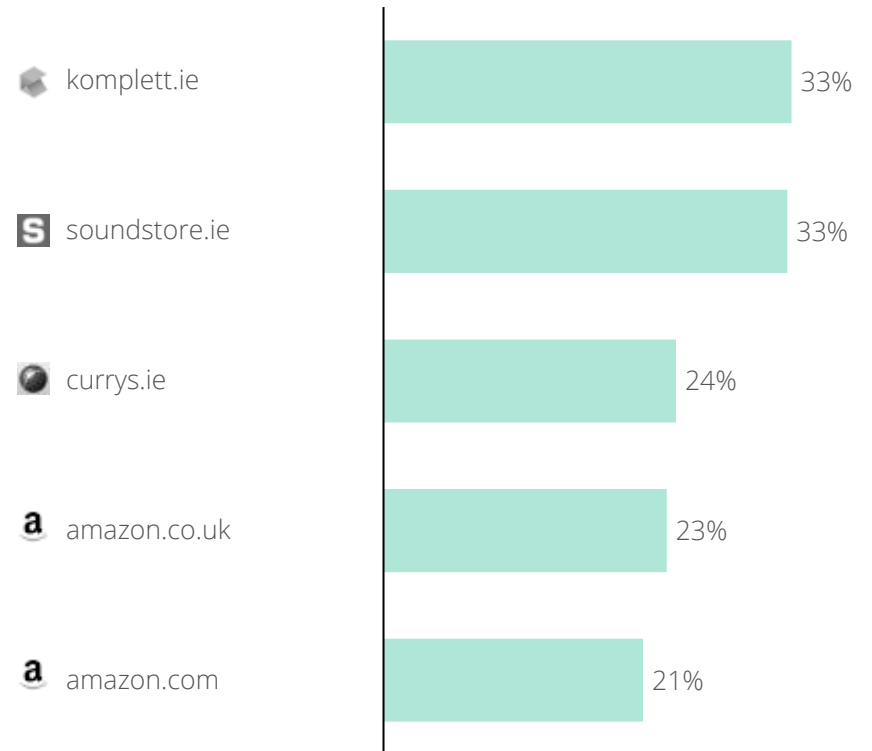
Category insights: electronics & media



Top stores by category net sales 2020 in million US\$¹



Top stores by estimated net sales growth 2020-2021²



1: Top stores by net sales in the category Electronics & Media in Ireland 2: Estimated net sales growth 2020-2021 (only stores with main category Electronics & Media considered)

Note: based on the top 100 online stores by net sales in Ireland in 2020 - stores with at least 10% net sales of the store's total net sales within this category or store is among the top 10 players in Ireland. Stores that are no longer online in 2021 are not considered in this analysis.

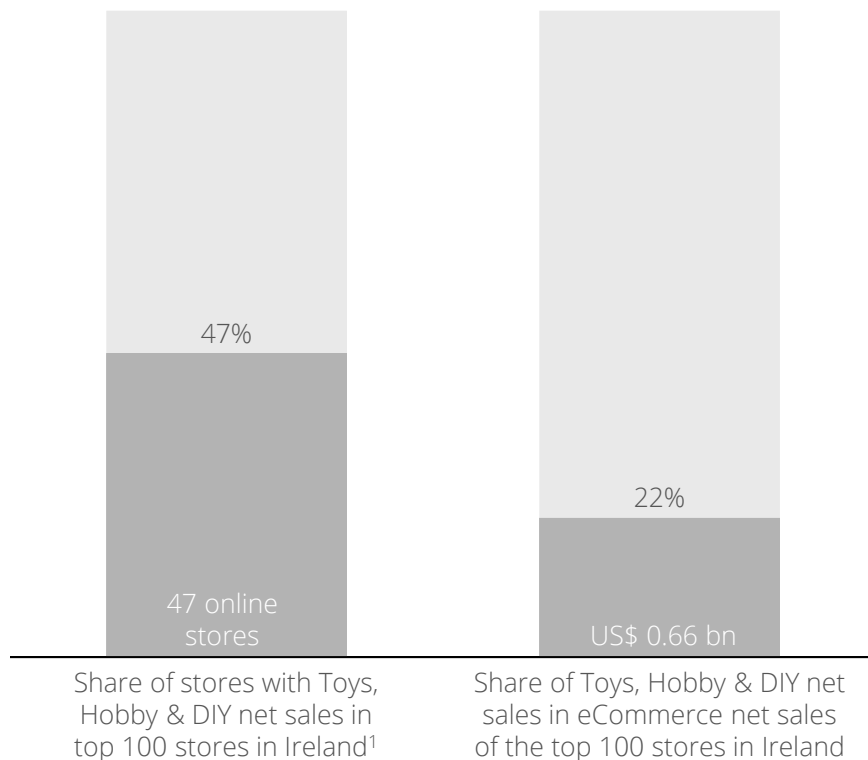
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

47% of online stores in Ireland among the top 100 are active in Toys, Hobby & DIY

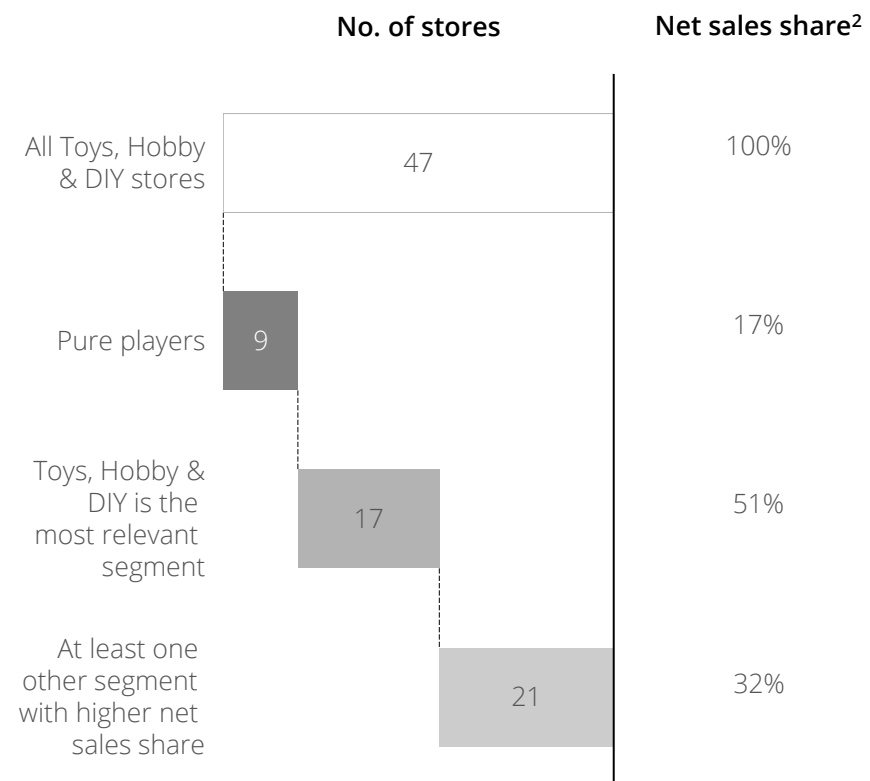


Category insights: toys, hobby & DIY

Toys, Hobby & DIY relevance among top 100 stores¹



Distribution of top stores¹



1: Top stores by net sales in Ireland in 2020 2: Toys, Hobby & DIY net sales share

Note: based on the top 100 online stores by net sales in Ireland in 2020 - stores with at least 10% net sales of the store's total net sales within this category or store is among the top 10 players in Ireland.

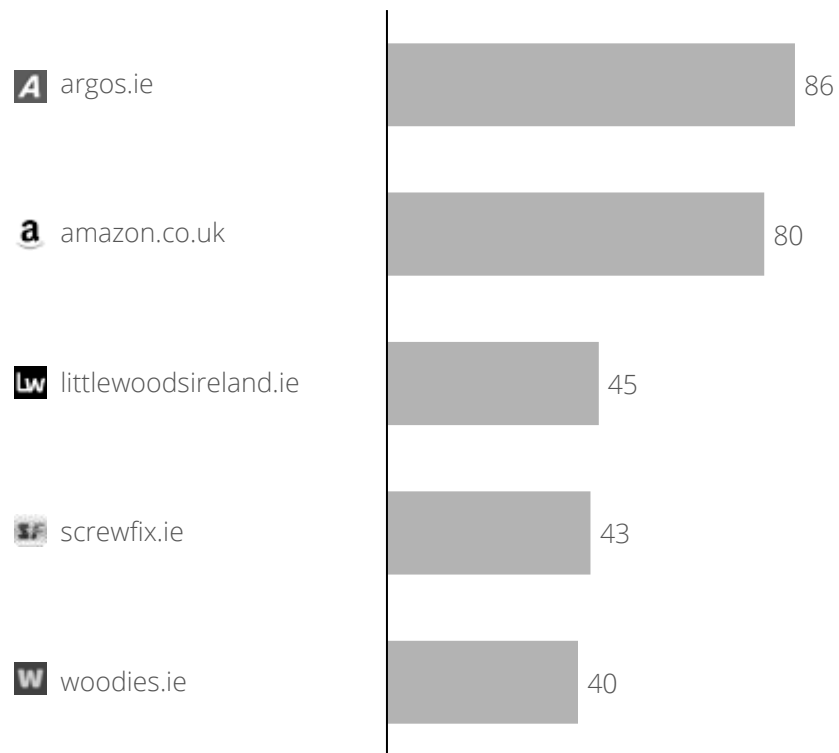
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

Argos.ie is the largest player, while adidas.ie leads in terms of growth

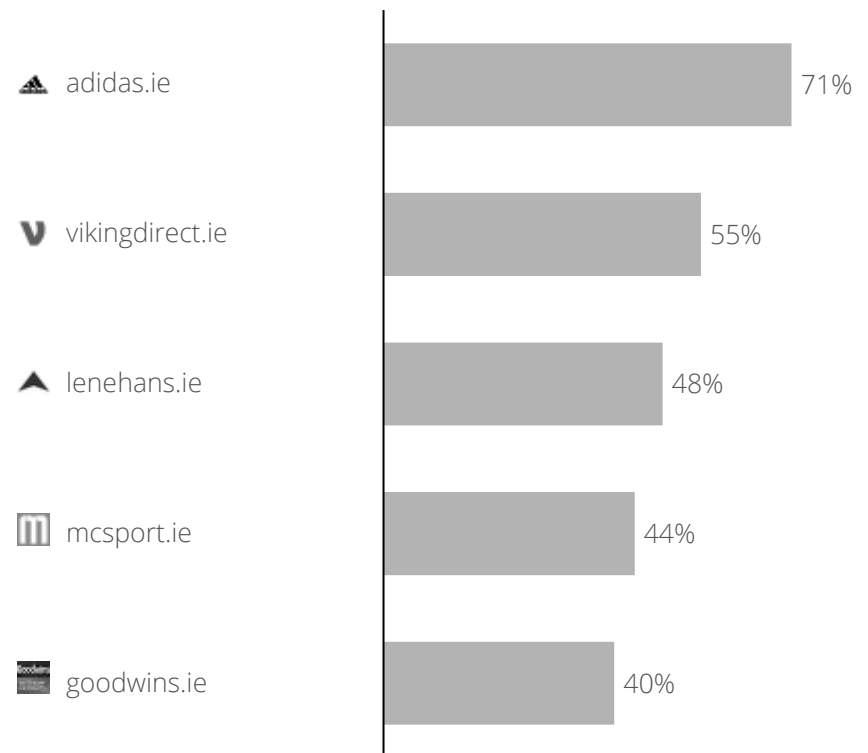
Category insights: toys, hobby & DIY



Top stores by category net sales 2020 in million US\$¹



Top stores by estimated net sales growth 2020-2021²



1: Top stores by net sales in the category Toys, Hobby & DIY in Ireland 2: Estimated net sales growth 2020-2021 (only stores with main category Toys, Hobby & DIY considered)

Note: based on the top 100 online stores by net sales in Ireland in 2020 - stores with at least 10% net sales of the store's total net sales within this category or store is among the top 10 players in Ireland. Stores that are no longer online in 2021 are not considered in this analysis.

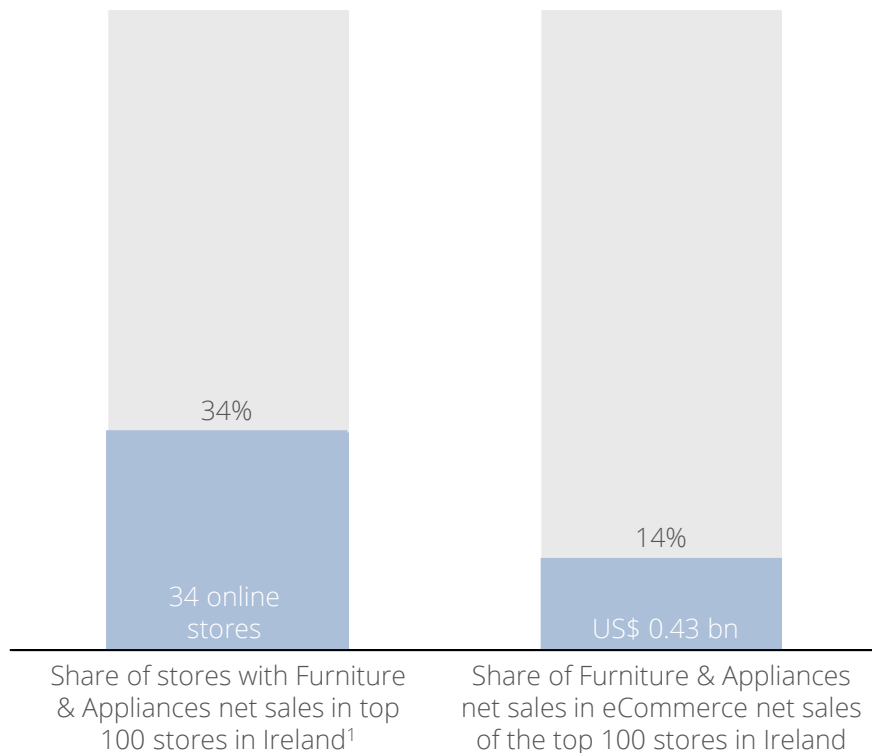
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021



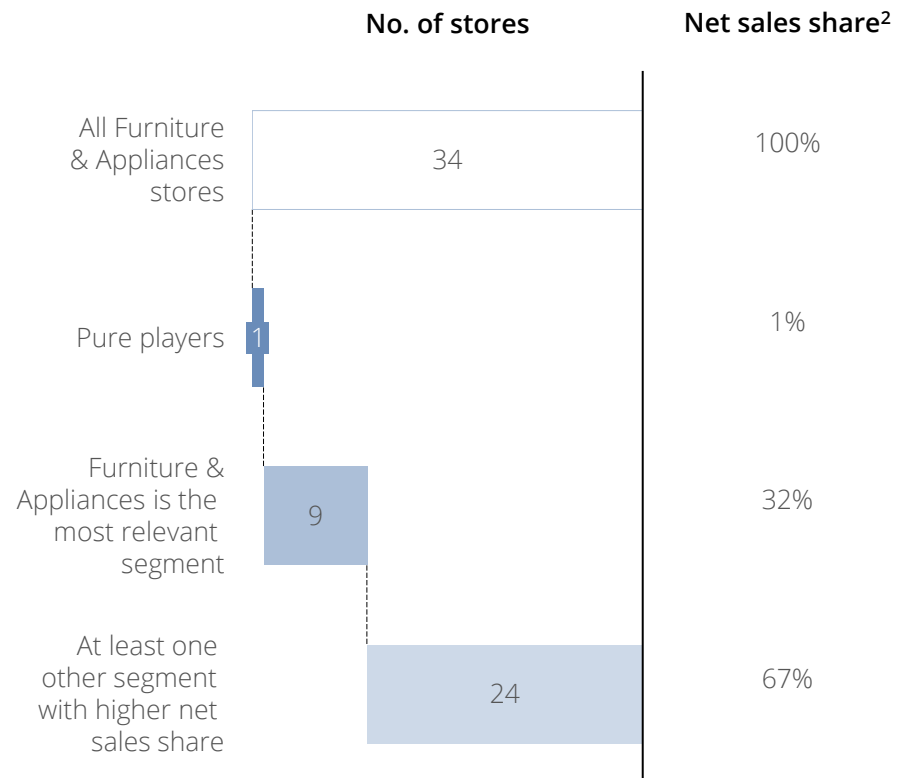
34% of online stores in Ireland among the top 100 are active in Furniture & Appliances

Category insights: furniture & appliances

Furniture & Appliances relevance among top 100 stores¹



Distribution of top stores¹



1: Top stores by net sales in Ireland in 2020 2: Furniture & Appliances net sales share

Note: based on the top 100 online stores by net sales in Ireland in 2020 - stores with at least 10% net sales of the store's total net sales within this category or store is among the top 10 players in Ireland.

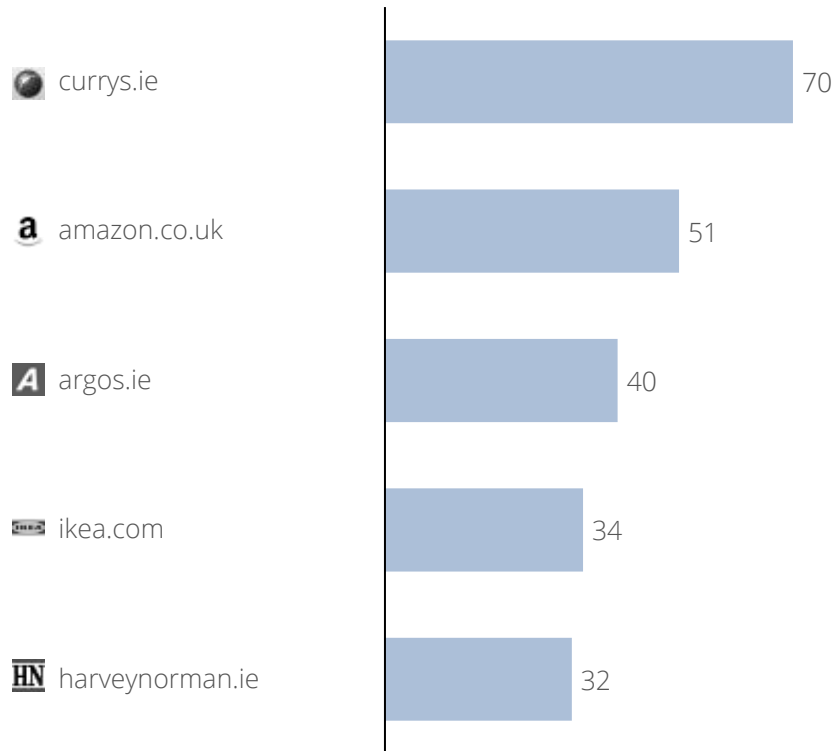
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

Currys.ie is the largest player, while ikea.com leads in terms of growth

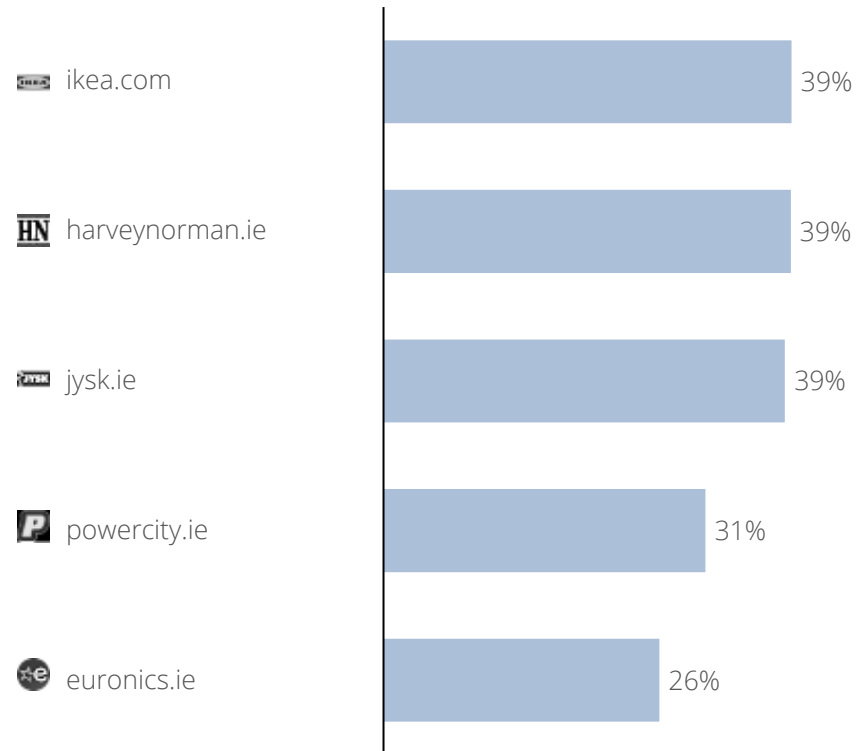
Category insights: furniture & appliances



Top stores by category net sales 2020 in million US\$¹



Top stores by estimated net sales growth 2020-2021²



1: Top stores by net sales in the category Furniture & Appliances in Ireland 2: Estimated net sales growth 2020-2021 (only stores with main category Furniture & Appliances considered)

Note: based on the top 100 online stores by net sales in Ireland in 2020 - stores with at least 10% net sales of the store's total net sales within this category or store is among the top 10 players in Ireland. Stores that are no longer online in 2021 are not considered in this analysis.

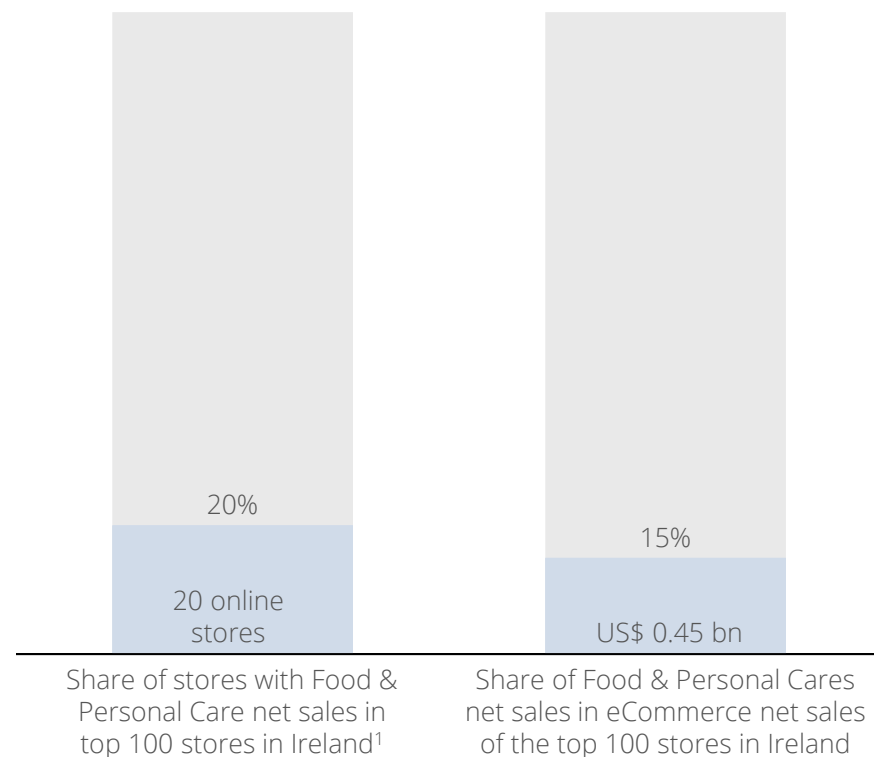
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

20% of online stores in Ireland among the top 100 are active in Food & Personal Care

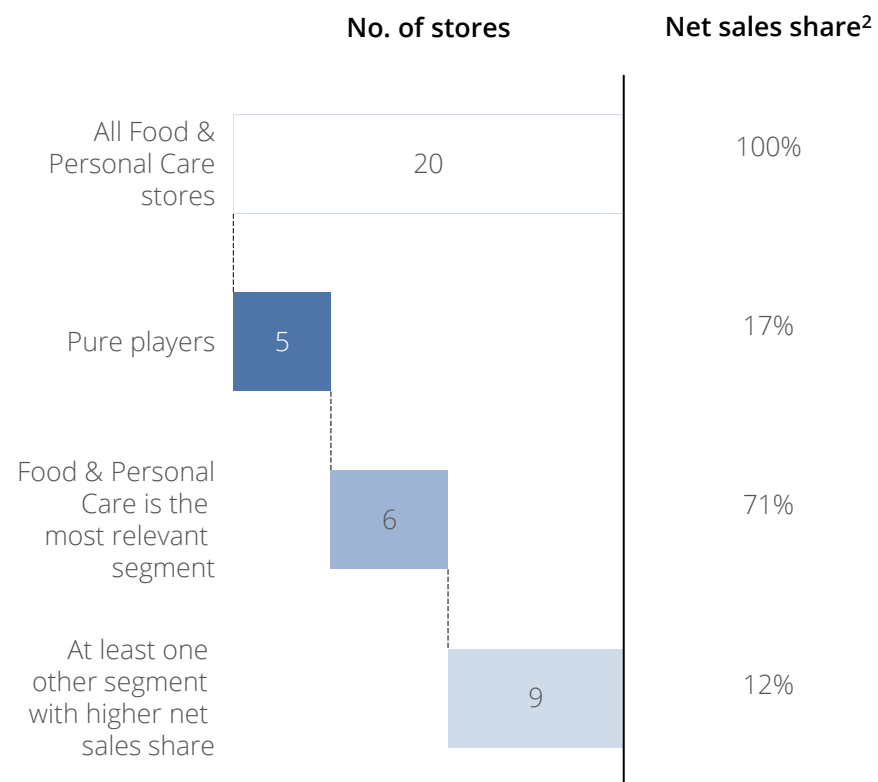


Category insights: food & personal care

Food & Personal Care relevance among top 100 stores¹



Distribution of top stores¹



1: Top stores by net sales in Ireland in 2020 2: Food & Personal Care net sales share

Note: based on the top 100 online stores by net sales in Ireland in 2020 - stores with at least 10% net sales of the store's total net sales within this category or store is among the top 10 players in Ireland.

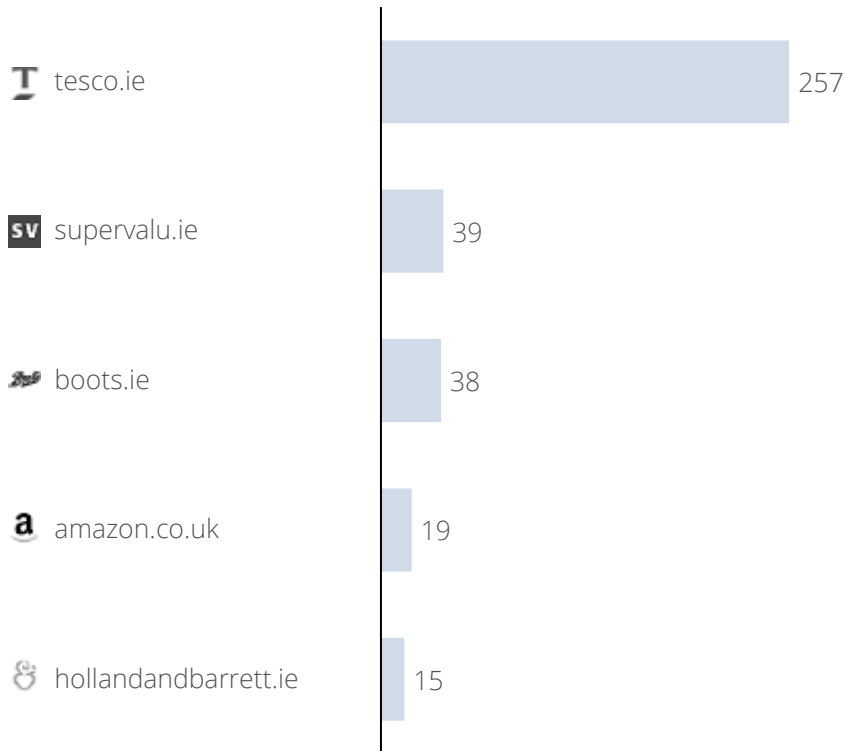
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

Tesco.ie is the largest player, while myprotein.ie leads in terms of growth

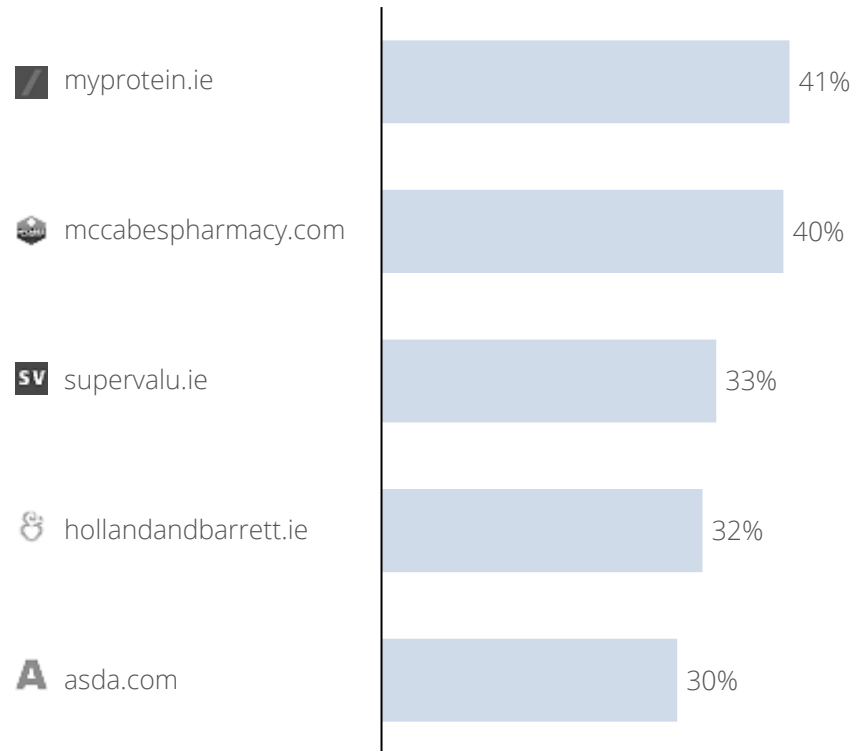


Category insights: food & personal care

Top stores by category net sales 2020 in million US\$¹



Top stores by estimated net sales growth 2020-2021²



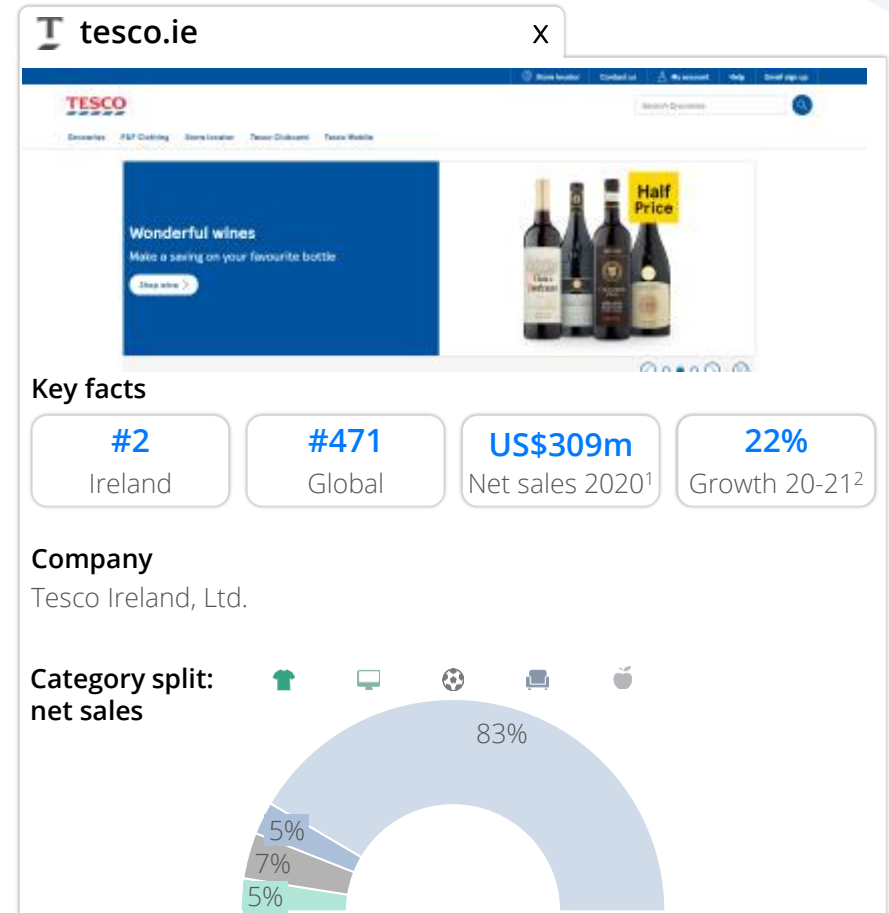
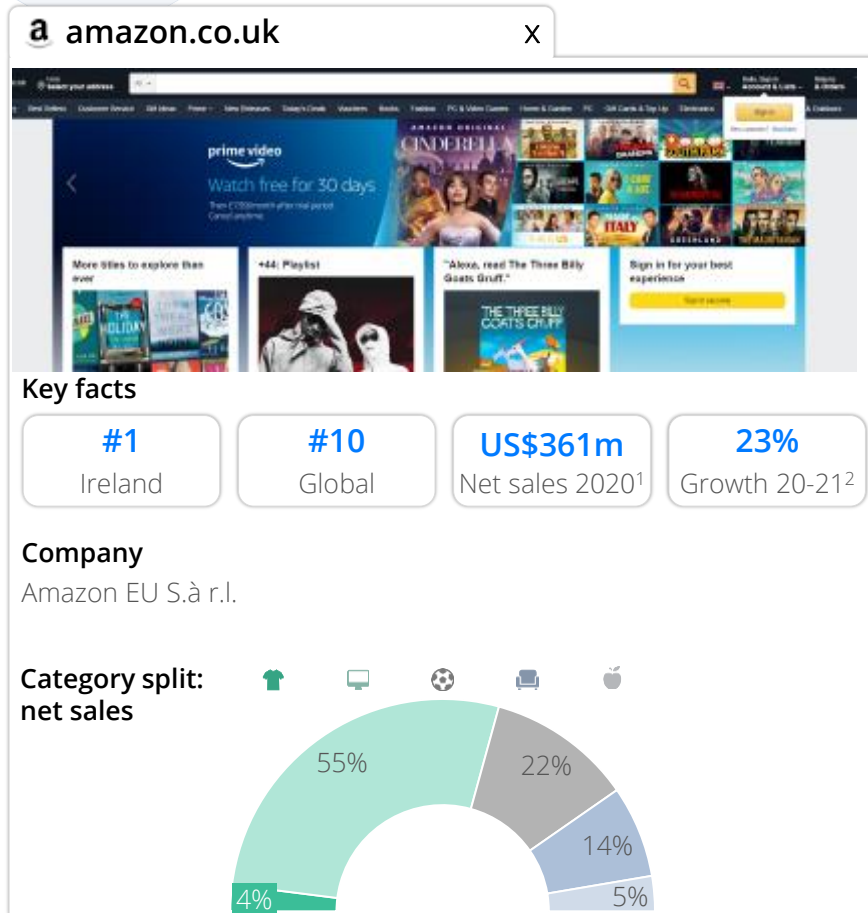
1: Top stores by net sales in the category Food & Personal Care in Ireland 2: Estimated net sales growth 2020-2021 (only stores with main category Food & Personal Care considered)

Note: based on the top 100 online stores by net sales in Ireland in 2020 - stores with at least 10% net sales of the store's total net sales within this category or store is among the top 10 players in Ireland. Stores that are no longer online in 2021 are not considered in this analysis.

Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

Store profiles for amazon.co.uk and tesco.ie

Top 100 ranking: top 10 store profiles (1/5)



1: In Ireland 2: Estimated eCommerce net sales growth 2020-2021

Note: 👕 = Fashion, 🖥️ = Electronics & Media, 🎮 = Toys, Hobby & DIY, 🛋️ = Furniture & Appliances, 🍏 = Food & Personal Care
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

Store profiles for argos.ie and currys.ie

Top 100 ranking: top 10 store profiles (2/5)

4 argos.ie X

Key facts

#3 Ireland	#671 Global	US\$211m Net sales 2020 ¹	12% Growth 20-21 ²
---------------	----------------	---	----------------------------------

Company

Argos Distributors (Ireland), Ltd.

**Category split:
net sales**

Category	Percentage
Electronics & Media	30%
Toys, Hobby & DIY	41%
Furniture & Appliances	19%
Fashion	7%
Food & Personal Care	3%

currys.ie X

Key facts

#4 Ireland	#696 Global	US\$201m Net sales 2020 ¹	24% Growth 20-21 ²
---------------	----------------	---	----------------------------------

Company

Dixons Carphone Retail Ireland, Ltd.

**Category split:
net sales**

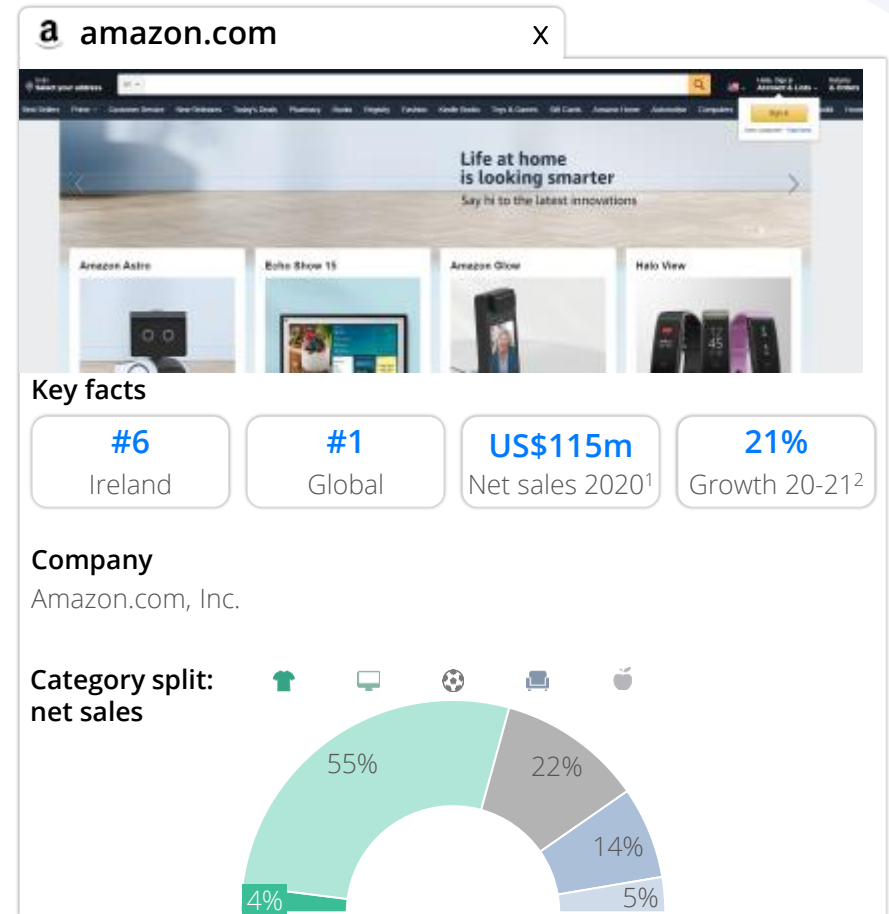
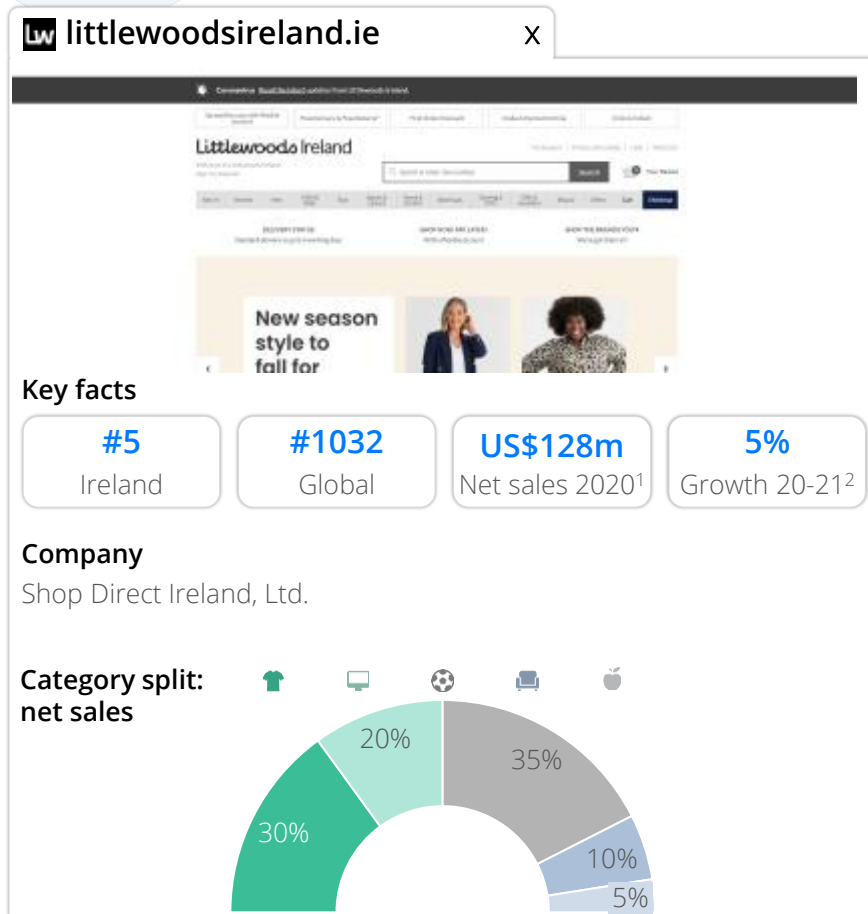
Category	Percentage
Electronics & Media	65%
Furniture & Appliances	35%

1: In Ireland 2: Estimated eCommerce net sales growth 2020-2021

Note: 🛍️ = Fashion, 🖥️ = Electronics & Media, 🎮 = Toys, Hobby & DIY, 🏠 = Furniture & Appliances, 🍏 = Food & Personal Care
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

Store profiles for littlewoodsireland.ie and amazon.com

Top 100 ranking: top 10 store profiles (3/5)

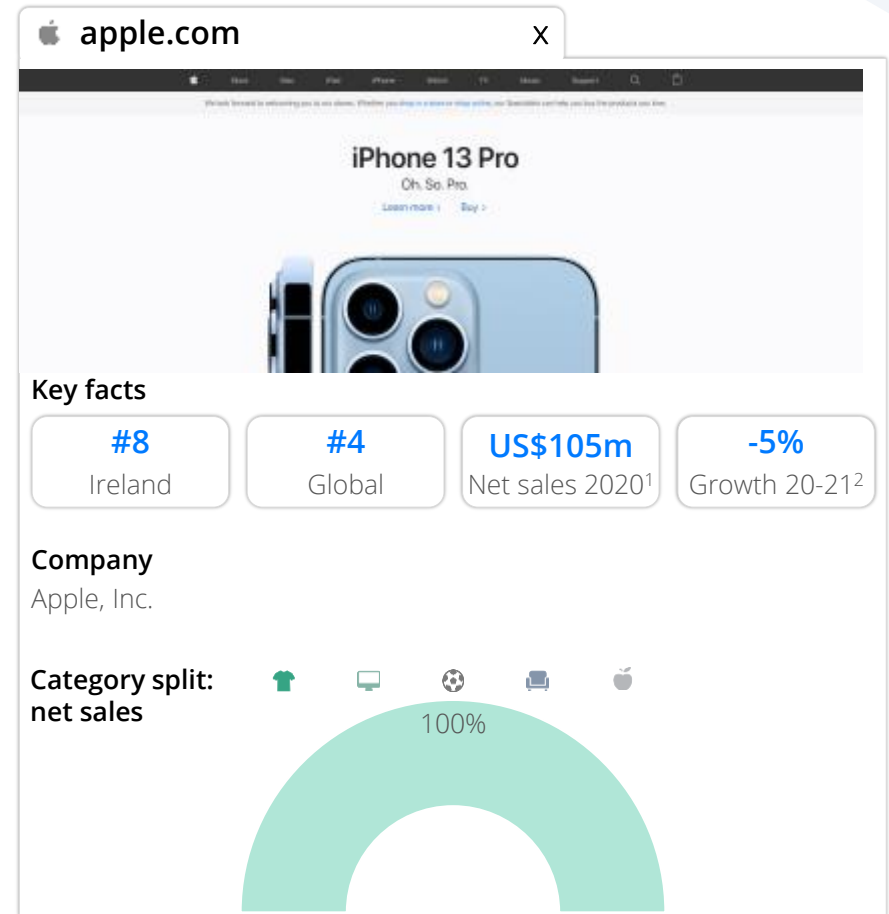
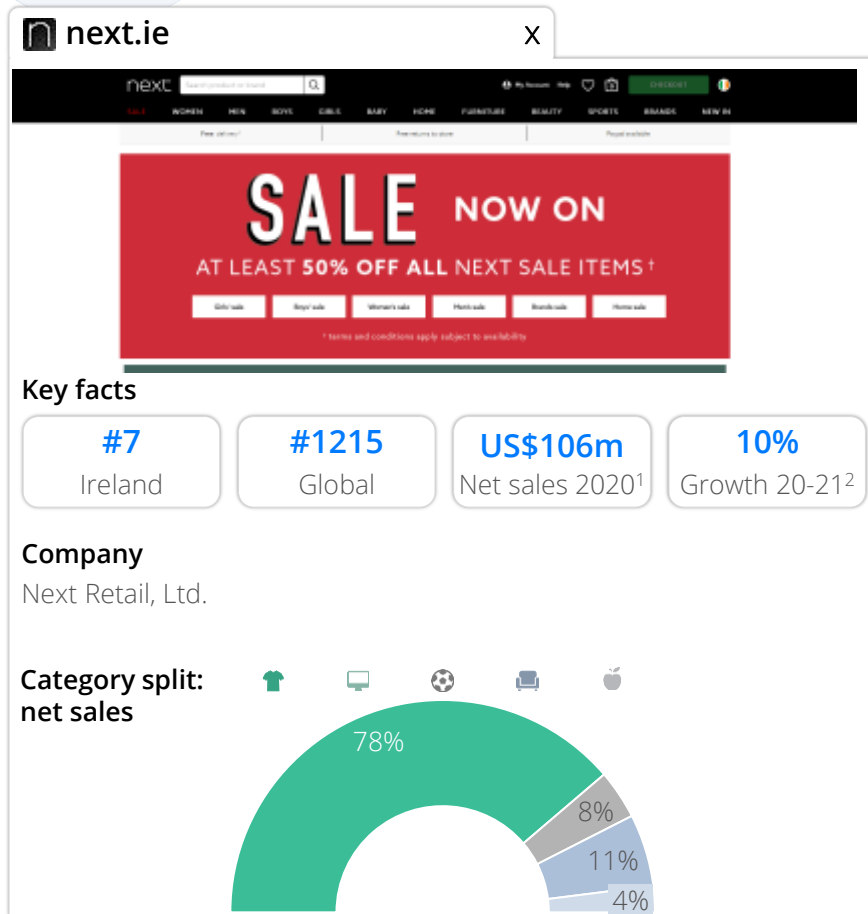


1: In Ireland 2: Estimated eCommerce net sales growth 2020-2021

Note: 🧥 = Fashion, 🖥️ = Electronics & Media, 🎮 = Toys, Hobby & DIY, 🏠 = Furniture & Appliances, 🍏 = Food & Personal Care
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

Store profiles for next.ie and apple.com

Top 100 ranking: top 10 store profiles (4/5)

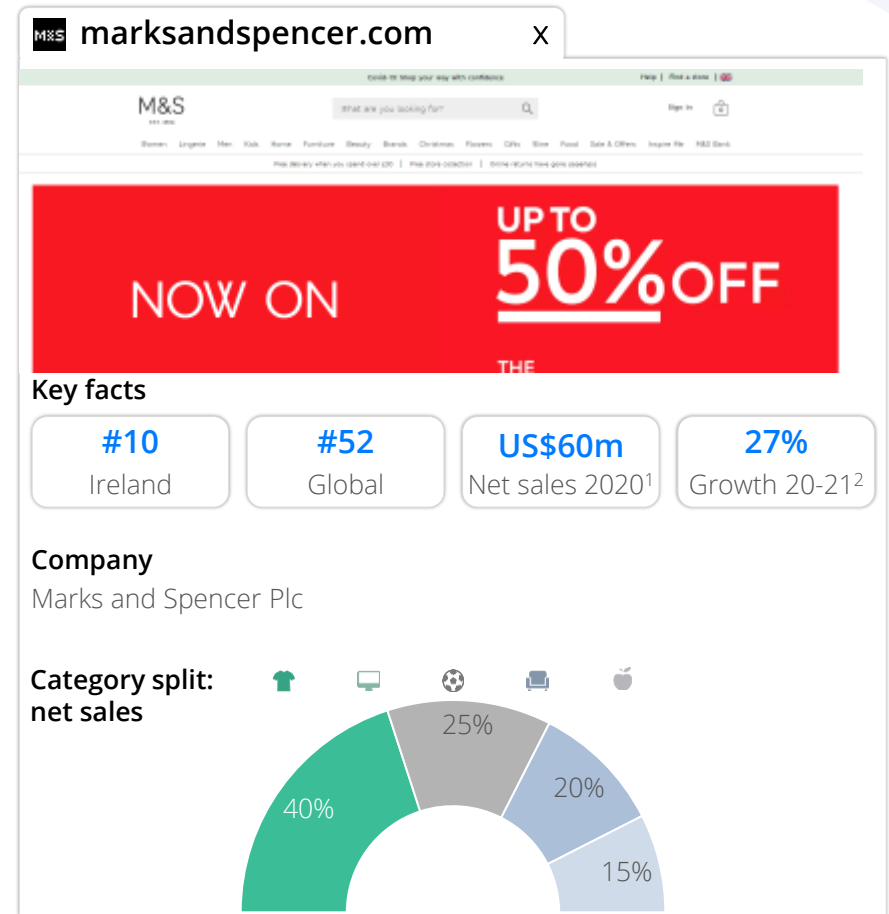
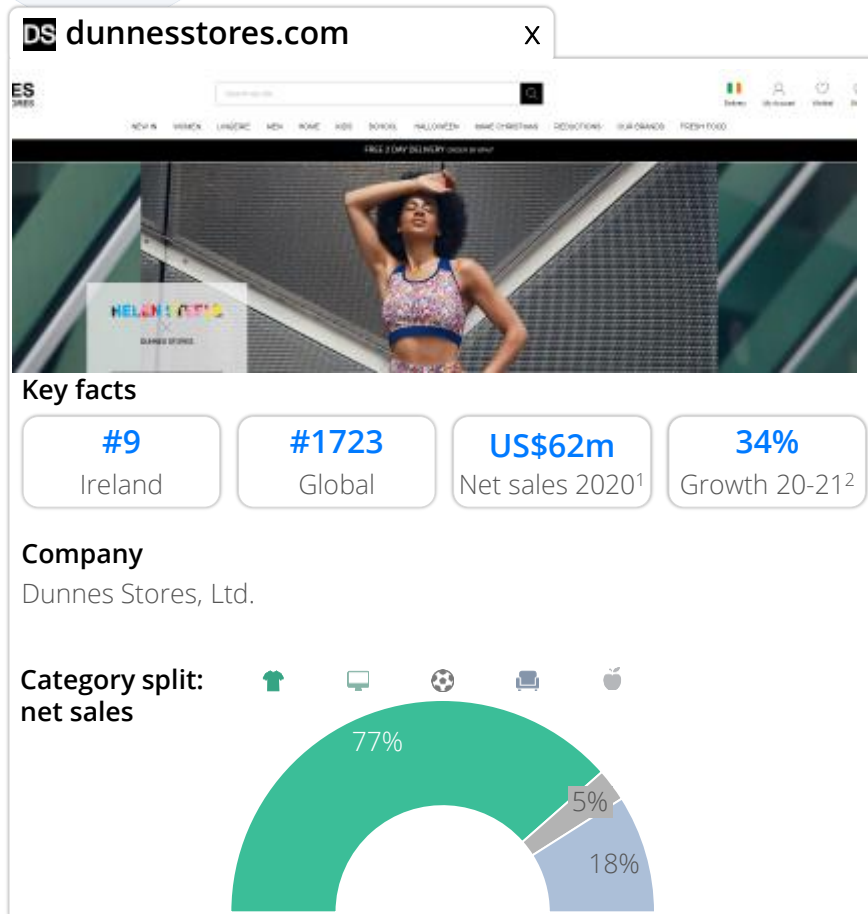


1: In Ireland 2: Estimated eCommerce net sales growth 2020-2021

Note: 🧥 = Fashion, 🖥️ = Electronics & Media, 🎮 = Toys, Hobby & DIY, 🛋️ = Furniture & Appliances, 🍏 = Food & Personal Care
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

Store profiles for dunnesstores.com and marksandspencer.com

Top 100 ranking: top 10 store profiles (5/5)



1: In Ireland 2: Estimated eCommerce net sales growth 2020-2021

Note: 🧥 = Fashion, 🖥️ = Electronics & Media, 🎮 = Toys, Hobby & DIY, 🛋️ = Furniture & Appliances, 🍏 = Food & Personal Care
Sources: [ecommerceDB](https://ecommerceDB.com) as of October 2021

Top 100 online stores by net sales in Ireland 2020

Top 100 ranking: rank 1 to 40

#	Store domain	Net sales 2020 ¹	Growth 20-21 in %	Main category ²
1	amazon.co.uk	361	23%	Electronics & Media
2	tesco.ie	309	22%	Food & Personal Care
3	argos.ie	211	12%	Generalist
4	currys.ie	201	24%	Electronics & Media
5	littlewoodsireland.ie	128	5%	Generalist
6	amazon.com	115	21%	Electronics & Media
7	next.ie	106	10%	Fashion
8	apple.com	105	-5%	Electronics & Media
9	dunnesstores.com	62	34%	Fashion
10	marksandspencer.com	60	27%	Generalist
11	sportsdirect.com	58	17%	Toys, Hobby & DIY
12	woodies.ie	52	24%	Toys, Hobby & DIY
13	nike.com	50	24%	Toys, Hobby & DIY
14	harveynorman.ie	49	39%	Furniture & Appliances
15	jdsports.ie	47	29%	Fashion
16	asos.com	47	38%	Fashion
17	screwfix.ie	43	31%	Toys, Hobby & DIY
18	zara.com	43	48%	Fashion
19	boots.ie	42	10%	Food & Personal Care
20	ikea.com	41	39%	Furniture & Appliances

#	Store domain	Net sales 2020 ¹	Growth 20-21 in %	Main category ²
21	supervalu.ie	39	33%	Food & Personal Care
22	dell.com	38	6%	Electronics & Media
23	debenhams.ie	35	0%	Generalist
24	homestoreandmore.ie	30	20%	Furniture & Appliances
25	mandmdirect.ie	29	16%	Fashion
26	hm.com	29	39%	Fashion
27	did.ie	28	23%	Furniture & Appliances
28	shein.com	24	62%	Fashion
29	thomann.de	22	15%	Toys, Hobby & DIY
30	oxendales.ie	21	12%	Fashion
31	lifestylesports.com	21	12%	Toys, Hobby & DIY
32	halfords.ie	20	22%	Toys, Hobby & DIY
33	powercity.ie	20	31%	Furniture & Appliances
34	adidas.ie	20	71%	Toys, Hobby & DIY
35	smythstoys.com	19	7%	Toys, Hobby & DIY
36	hollandandbarrett.ie	18	32%	Food & Personal Care
37	zalando.ie	17	17%	Fashion
38	elverys.ie	17	19%	Fashion
38	buyitdirect.ie	16	15%	Electronics & Media
40	boohoo.com	16	24%	Fashion

Top 100 online stores by net sales in Ireland 2020

Top 100 ranking: rank 41 to 80

#	Store domain	Net sales 2020 ¹	Growth 20-21 in %	Main category ²
41	riverisland.com	15	12%	Fashion
42	gamestop.ie	15	7%	Electronics & Media
43	prettylittlething.ie	14	30%	Fashion
44	mccabespharmacy.com	14	40%	Food & Personal Care
45	laptopsdirect.ie	13	-2%	Electronics & Media
46	bookdepository.com	13	13%	Electronics & Media
47	inishpharmacy.com	13	21%	Food & Personal Care
48	riverisland.ie	12	-1%	Fashion
49	arnotts.ie	11	14%	Generalist
50	brownthomas.com	11	20%	Fashion
51	micksgarage.com	11	11%	Toys, Hobby & DIY
52	newlook.com	10	6%	Fashion
53	schuh.ie	10	5%	Fashion
54	wayfair.co.uk	10	21%	Furniture & Appliances
55	bershka.com	10	46%	Fashion
56	xmpow.com	9	14%	Electronics & Media
57	myprotein.ie	8	41%	Food & Personal Care
58	lululemon.com	8	19%	Toys, Hobby & DIY
59	zooplus.ie	8	28%	Toys, Hobby & DIY
60	victoriassecret.com	8	9%	Fashion

#	Store domain	Net sales 2020 ¹	Growth 20-21 in %	Main category ²
61	net-a-porter.com	7	10%	Fashion
62	lenehans.ie	7	48%	Toys, Hobby & DIY
63	asda.com	7	30%	Food & Personal Care
64	theperfumeshop.com	7	8%	Food & Personal Care
65	superdry.ie	7	79%	Fashion
66	mothercare.ie	7	NA	Toys, Hobby & DIY
67	goodwins.ie	7	40%	Toys, Hobby & DIY
68	carraigdonn.com	7	15%	Fashion
69	komplett.ie	7	33%	Electronics & Media
70	tommy.com	7	9%	Fashion
71	oneills.com	7	10%	Toys, Hobby & DIY
72	obrienswine.ie	7	2%	Food & Personal Care
73	missguided.com	7	32%	Fashion
74	soundstore.ie	6	33%	Electronics & Media
75	pullandbear.com	6	47%	Fashion
76	euronics.ie	6	26%	Furniture & Appliances
77	hollisterco.com	6	9%	Fashion
78	vikingdirect.ie	6	55%	Toys, Hobby & DIY
79	irishautoparts.ie	6	36%	Toys, Hobby & DIY
80	guineys.ie	6	23%	Furniture & Appliances

Top 100 online stores by net sales in Ireland 2020

Top 100 ranking: rank 81 to 100




#	Store domain	Net sales 2020 ¹	Growth 20-21 in %	Main category ²
81	chainreactioncycles.com	6	8%	Toys, Hobby & DIY
82	office.co.uk	6	12%	Fashion
83	handyhardware.ie	6	33%	Toys, Hobby & DIY
84	justfab.co.uk	6	27%	Fashion
85	gilt.com	5	14%	Fashion
86	huntoffice.ie	5	18%	Toys, Hobby & DIY
87	mcsport.ie	5	44%	Toys, Hobby & DIY
88	isawitfirst.com	5	7%	Fashion
89	harrycorry.com	5	26%	Furniture & Appliances
90	kilkennyshop.com	5	73%	Fashion
91	gear4music.ie	5	16%	Toys, Hobby & DIY
92	thenorthface.ie	5	40%	Fashion
93	stradivarius.com	5	48%	Fashion
94	iclothing.com	5	2%	Fashion
95	coopsuperstores.ie	5	33%	Toys, Hobby & DIY
96	computeruniverse.net	5	12%	Electronics & Media
97	mango.com	5	27%	Fashion
98	iherb.com	5	18%	Food & Personal Care
99	jysk.ie	5	39%	Furniture & Appliances
100	stories.com	5	61%	Fashion







Appendix

ecommerceDB Country Reports 2021 are available for 51 countries

North America

-  Canada
-  Mexico
-  United States

South America

-  Argentina
-  Brazil
-  Chile
-  Colombia






Central & Western Europe

-  Austria
-  Belgium
-  Czechia
-  France
-  Germany
-  Hungary
-  Ireland
-  Netherlands
-  Poland
-  Slovakia
-  Slovenia
-  Switzerland
-  United Kingdom

Northern & Eastern Europe

-  Bulgaria
-  Croatia
-  Denmark
-  Finland
-  Lithuania
-  Norway
-  Romania
-  Russia
-  Serbia
-  Sweden
-  Ukraine















Southern Europe

-  Greece
-  Italy
-  Portugal
-  Spain
-  Turkey

Africa

-  South Africa

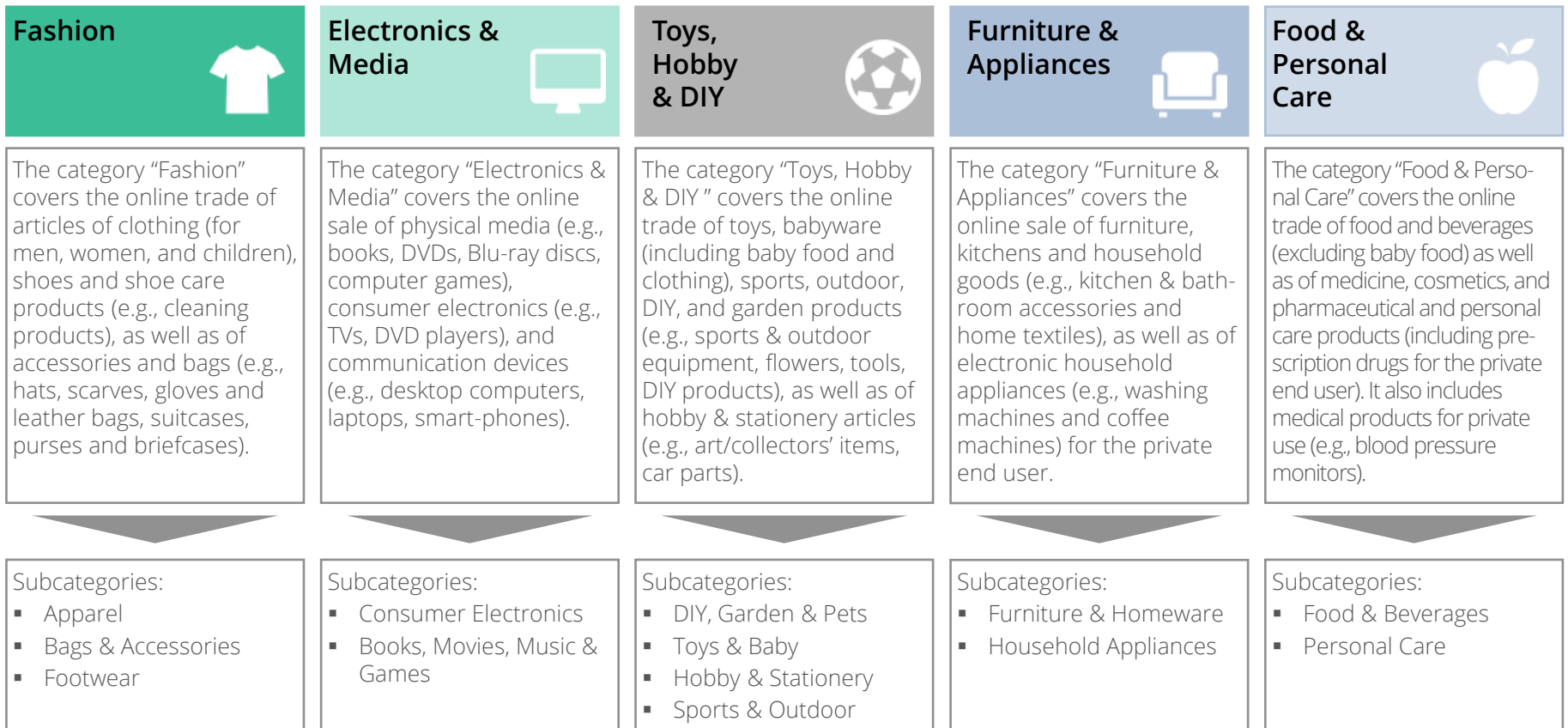
Asia & Australia

-  Australia
-  (Greater) China
-  India
-  Indonesia
-  Israel
-  Japan
-  Malaysia
-  New Zealand
-  Pakistan
-  Saudi Arabia
-  South Korea
-  Thailand
-  United Arab Emirates
-  Vietnam



Find out more on ecommercedb.com

Category definitions



Definition of net sales

Definition of online stores' net sales

- eCommerce net sales are defined as the amount of first-party sales generated by a specific online store on domain level (i.e., amazon.com and amazon.de remain separate) after the deduction of returns, allowances for damaged or missing goods, and any discounts allowed
- If an online shopping website also offers a marketplace shop on a site like eBay or Amazon, the resulting revenue is included in the store's eCommerce net sales
- Online shopping websites that are pure marketplaces (no own products in offer) are not included. Hybrid marketplaces are only included with their generated first-party sales. The third-party sales generated on those websites are not included
- If there are any business-to-business (B2B) revenues generated by a given online store, these will also be included
- Only online stores with a focus on private end users (B2C) will be considered for our database and in this report, i.e., stores with a B2B share of less than 50%
- Only eCommerce net sales generated in the respective country are taken into account. If a website also ships to other countries, sales generated with these shipments are not considered in this figure

Which stores are in-scope & out-of-scope?

In-scope:

An online store is in focus if it corresponds to the following criteria:

- The store sells tangible products
- The online shopper can order and pay online
- The store focuses on end users
- The store sells formerly tangible products such as software for download

Out-of-scope:

Online stores based on the following services or business models are out-of-scope:

- Lending (e.g., drexcode.com)
- Subscriptions (e.g., netflix.com)
- Advertisers (incl. classifieds) (e.g., subito.it)
- Price comparators (e.g., trovaprezzi.it)
- Auction, couponings, bonus and deals (e.g.,groupon.it)
- Online stores that deliver products considered illegal
- Marketplace platforms only
- C2C


Online store revenue modeling is based on diverse data types and expert analysis


Modeling approach eCommerce net sales

Different approaches depending on data availability


1) Historical ecommerce net sales development

When approximating past revenue trends, the modeling approach depends on which types of data are available. Our ecommerceDB experts conduct research about companies based on existing information, i.e., data from a survey among thousands of online stores, annual reports, and secondary sources. This information is supplemented by other store-specific drivers, such as traffic information, offered product range, price level, and shipping information. Depending on data availability, we use two different approaches:

 Top-down: Finding information about the eCommerce turnover of a company or business unit and enhancing it with further store-specific data enables our analysts to determine the revenue for the company's online store.

 Bottom-up: If there is no information on the company's (eCommerce) revenue, we use an algorithm-based approach using store-specific KPIs such as traffic, product range, price level, and average conversion rates to approximate the online store's revenue. The algorithm is based on the correlations between success factors and revenue derived from the top-down approach acquisition of primary data.

2) Forecast

 Forecasting the online store's revenue for the running calendar year and the following years takes multiple information factors into account. Our experts evaluate the store's historical revenue development, traffic trends, general market forecasts, and individual store information.

Underlying data sources

Survey among online stores

- eCommerce net sales
- Company information
- Product range and shipping information
- Contact information

Quantitative and financial data from public sources:

- Annual reports and financial statements
- Press releases
- Secondary sources

Store-specific data

- Traffic information, visits in total and by region
- Offered product range
- Price level information
- Shipping information

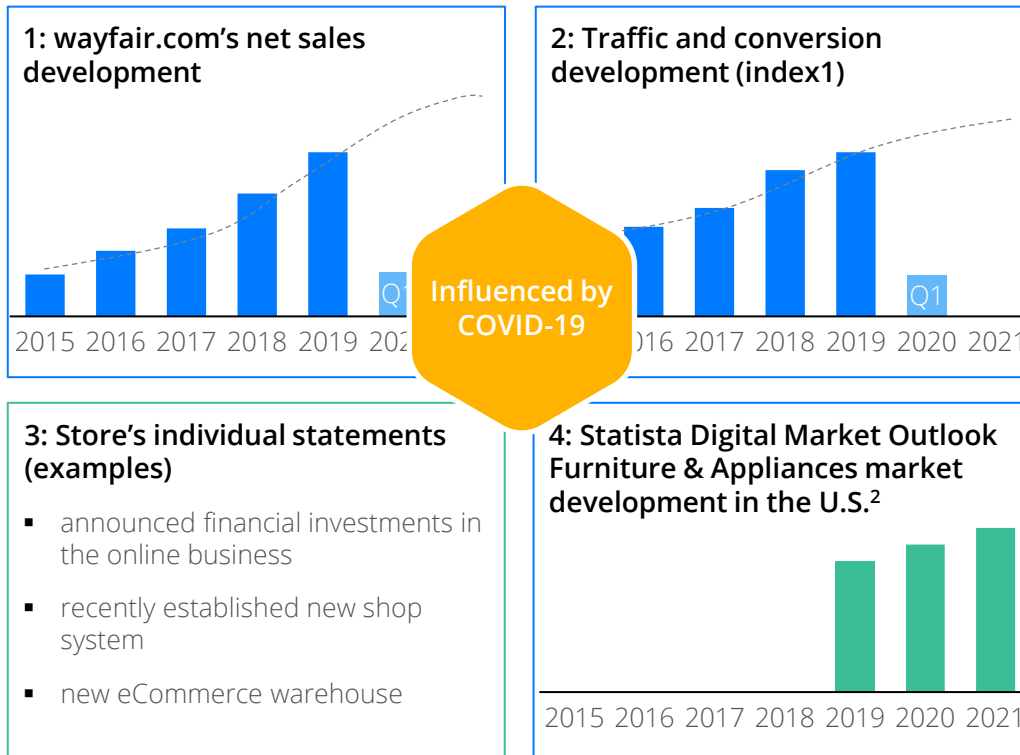
Studies & third-party data

- The Statista Digital Market & Consumer Outlook
- International organizations and associations such as IMF, World Bank, and OECD

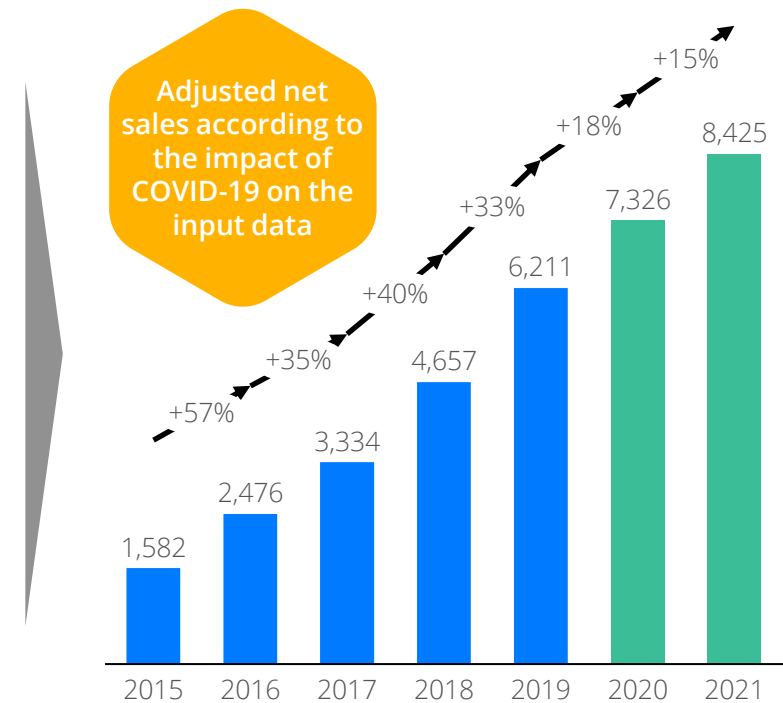
Forecasting eCommerce net sales during COVID-19 by considering historical and future indicators

Impact of the COVID-19 pandemic on net sales modeling

Input data influenced by COVID-19



wayfair.com net sales development in mUSD



About ecommerceDB

The toolbox for all eCommerce-relevant questions

ecommerceDB.com offers direct access to URL-related revenue information together with forecasts, customizable top, country, region, and category rankings, KPI analyses, and extensive eCommerce-relevant contact information to over 20,000 online stores.



In-depth analysis for over 20,000 online store URLs



Adjustable top, category, country, & region rankings



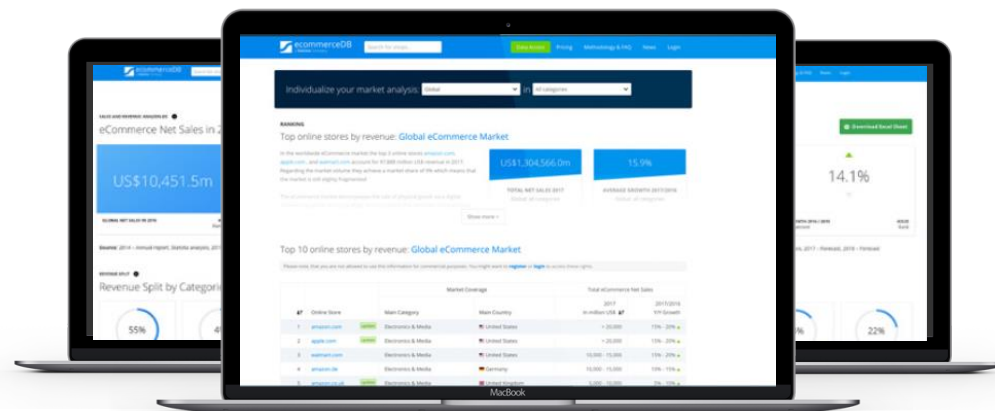
Download shop profiles for seamless processing



Direct contact to our eCommerce analysts



Find out more on ecommercedb.com



CONTACT US

TEL

+49 40 284 841 164

E-MAIL

tim.risse@statista.com

About the Statista Digital Market Outlook



80+

markets

150+

regions

8

years (2017-2025)

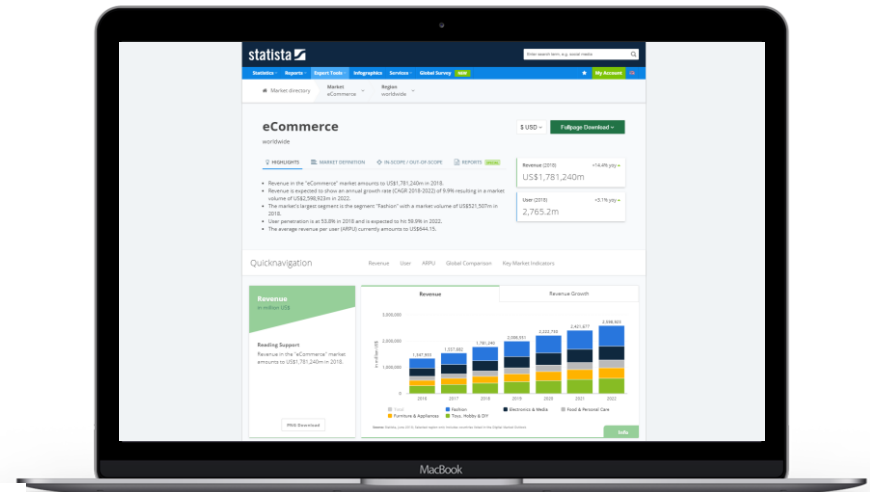
30,000+

interactive statistics

The **Digital Market Outlook** presents up-to-date figures on markets in the digital economy. The comparable key figures are based on extensive analyses of relevant indicators from the areas of society, economy, and technology.

*What is the size of the eCommerce fashion market in Spain?
How many connected cars are already on the road in China?*

The answers to these and many more questions can be found in Statista's Digital Market Outlook. It provides forecasts, detailed market insights, and key indicators for the digital economy.



Seven digital verticals: eCommerce, Smart Home, Digital Media, eServices, FinTech, Digital Advertising, eHealth



Direct access & downloads, fully integrated into the Statista database



Market insights, forecasts and key performance indicators



Outlook reports with segment-specific topics (top companies, trends, deep dives)



Find out more on www.statista.com/outlook/digital-markets

About the Statista Global Consumer Survey



50+

topics & industries

55

countries & territories

6,500+

int. brands

700,000+

consumers

The **Statista Global Consumer Survey** offers a global perspective on consumption and media usage, covering the offline and online world of the consumer. It is designed to help marketers, planners and product managers understand consumer behavior and consumer interactions with brands.

- Cross-tabulation
- Customized target groups
- Trend and country comparisons
- Export in Excel (CSV) or PowerPoint format



Marketing & social media



Finance & insurance



eCommerce & retail



Health



Food & nutrition



Housing & household equipment



Internet & devices



Travel



Media & digital media



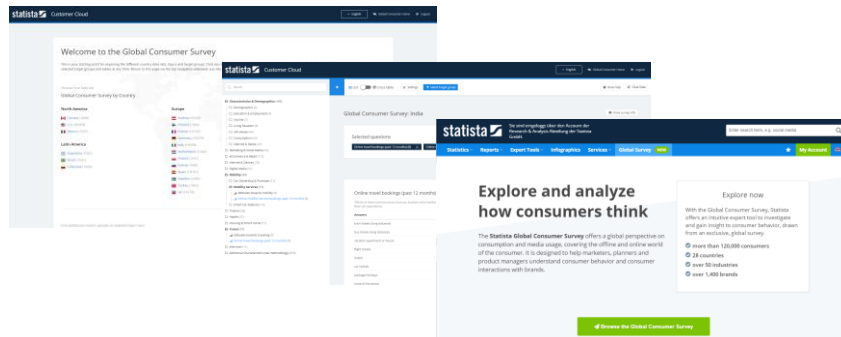
Services & eServices



Mobility



Characteristics & demographics



Find out more on www.statista.com/customercloud/global-consumer-survey

Authors



Stefanie Eden

Director ecommerceDB

Stefanie is in charge of the exclusive ecommerceDB.com expert tool. She holds a diploma in Economics and a bachelor's degree in Communication.

She is an eCommerce expert and has gained deep knowledge of innovative business models and their effects on the economy through numerous research and consulting projects.

Before joining Statista, she worked as an advertising consultant for several national and international clients.



Anna-Lena Hoyer

Teamlead ecommerceDB Reports

Anna-Lena studied Business Administration at the University of Cologne and at ESADE, Barcelona.

She joined Statista as a Project Manager in the Research & Analysis department in 2014 and is now in charge of the reports that are provided by ecommerceDB.com.

Previously, she worked as a consultant with the Boston Consulting Group, attending to several national and international clients.



David Niemeier

Junior Analyst

David holds a Bachelor's degree in Business Administration and completed his Master's degree in Marketing&Sales in Hamburg.

He joined Statista as a Junior Analyst in 2020 and has been working intensively on the design of news articles, the weekly newsletter and new relevant reports provided by ecommerceDB.com.

Before joining Statista, he gained ecommerce relevant experience through various projects at the Otto Group and Daimler AG.



Lukas Peters

Analyst

Lukas studied Economics at the University of Kiel and Business Administration at the University of Hamburg.

He started working as an Analyst for eCommerce markets at Statista in 2020. His work is mainly focused on comprehensive data analysis, company modelling and the creation of reports.

Before joining Statista, he gained professional experience in a research institute and an online marketing agency.

Questions? Please write us an email to reports@ecommerceDB.com
