

Key findings

The Tipping Point survey assessed the attitudes and responses to the Covid-19 crisis of 1,000 Irish consumers and 500 retail and customer-facing professional services SMEs. We looked at three distinct phases: **before** the crisis, **during** it, and intended behaviour **after** the crisis is controlled. Here are some key data points that we believe will help business groups and government decision-makers understand how digitalisation can reignite Ireland's economy:

1

72% of consumers

have either spent **more** online during the Covid-19 crisis or the same amount as before.

95% of all consumers shop online at least some of the time. Generally speaking, Covid-19 has done little to dampen this demand.

2

53% of consumers' online spend

since the Covid-19 crisis has been with Irish SMEs.

International retailers have historically dominated Irish e-commerce.

3

67% of consumers

who have done most of their online shopping with Irish businesses say they have done so out of a sense of solidarity.

This may indicate that Irish SMEs are currently riding a temporary wave of national goodwill.

4

48% of consumers

would still do most of their shopping in physical stores if Covid-19 were under control and social distancing were not required.

The other half would either shop in-store only for necessities; or shop mostly online. This underscores the need for SMEs to provide an omni-channel experience.

5

Just 25% of SMEs

sell online.

This is despite the huge amount of money being spent online by Irish consumers before and during the Covid-19 crisis.

6

79% of SMEs

with websites have invested nothing in their online services during the Covid-19 crisis.

63% of those who did invest said it was easy but they required some form of outside help.

7

46% of SMEs

that have invested in online services during the Covid-19 crisis are busier than or as busy as before.

Investing in online creates more ways to generate revenue and connect with customers.

8

53% of SMEs

believe that consumers will buy in-store **and** online after the Covid-19 crisis.

SMEs' opinions are aligned with consumer sentiment. There is an understanding of omni-channel among SMEs, but just a quarter of them sell online.

