

## Homeshopping in Ireland

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Homeshopping retail value sales in Ireland declined 10% in 2016. Sales continued to decline due to an increase in investment in other non-store retailing channels, most notably internet retailing and direct selling. With consumers becoming more technically savvy, including the older generations, more consume content online via the internet and increasingly through mobile phones.

Euromonitor International's Homeshopping in Ireland report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Apparel and Footwear through Homeshopping, Beauty and Personal Care Homeshopping, Consumer Appliances Homeshopping, Consumer Electronics Homeshopping, Consumer Healthcare Homeshopping, Food and Drink Homeshopping, Home Care Homeshopping, Home Improvement and Gardening Homeshopping, Housewares and Home Furnishings Homeshopping, Media Products Homeshopping, Other Homeshopping, Personal Accessories and Eyewear through Homeshopping, Pet Care Homeshopping, Traditional Toys and Games Homeshopping, Video Games Hardware Homeshopping.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Homeshopping market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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