



# Retail E-Commerce in Ireland

March 2024

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## Retail E-Commerce in Ireland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail e-commerce continues to stabilise following pandemic boom  
Consumer confidence in online spending improved by new legislation  
Amazon's new fulfilment centre in Dublin fuels growth

#### PROSPECTS AND OPPORTUNITIES

Ongoing growth for retail e-commerce over the forecast period  
Musgrave continues to investment in omnichannel development  
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