

Impacts of Trading online

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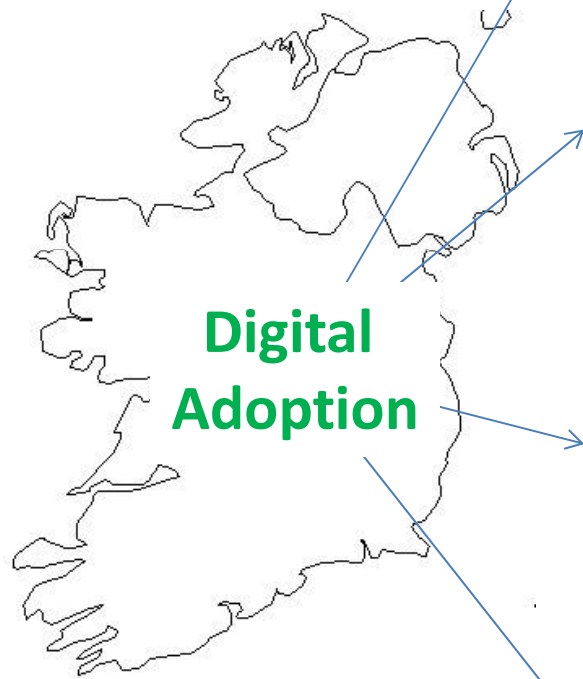
Global Context

- **3.9 bn** internet users worldwide¹
 - 51.7% penetration
- Digital = **7%** of EU economy²
- **33%** of GDP growth
- 4 out of top 5 most valuable brands are digital³
- In 10 years: social media and apps have come from nowhere

1. Internet world stats, June 2017
2. EU Commission Digital Economy
3. Forbes

The next 1bn consumers will be mobile first





75% access the internet daily

45% of 50+ are online daily

1:7 adults make money online trading

39% do some work at home

30%+ SME's Trade Online

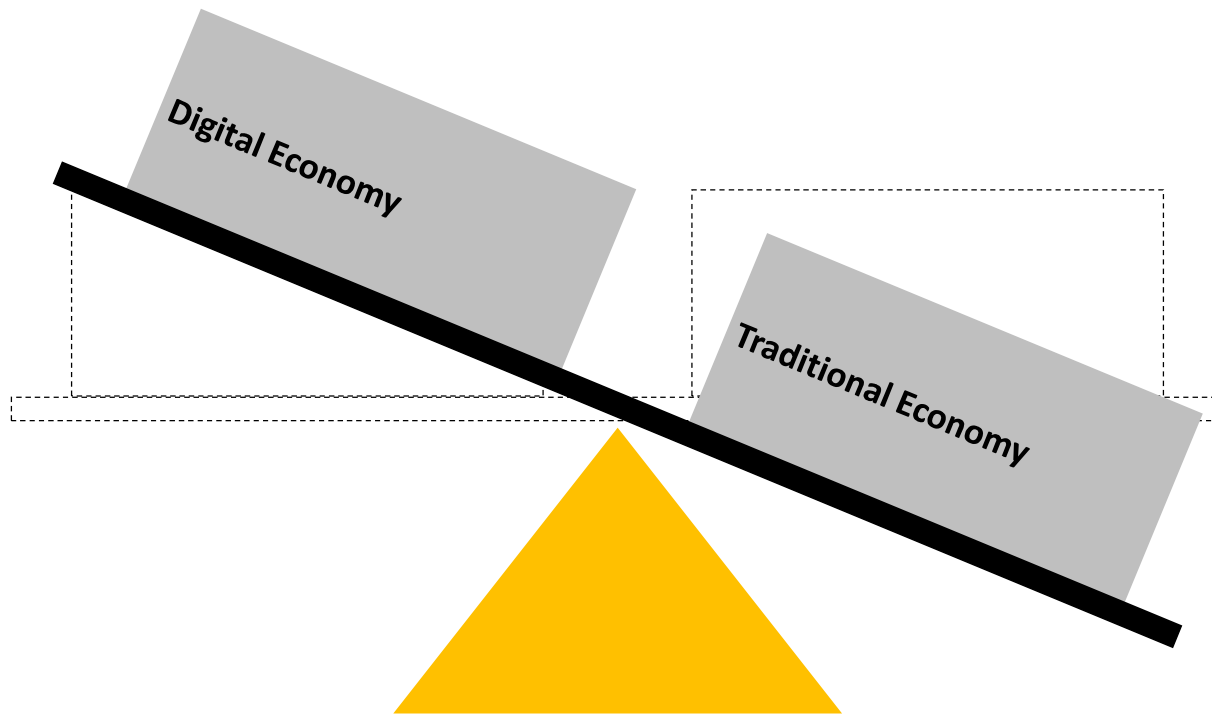
Irelands Digital Economy

digital economy in Ireland = 6% GDP (€12.3bn)

growth = 40% since 2012

consumer spend online = €5/day

consumers expectations = Grow by 25% in 3/5 years

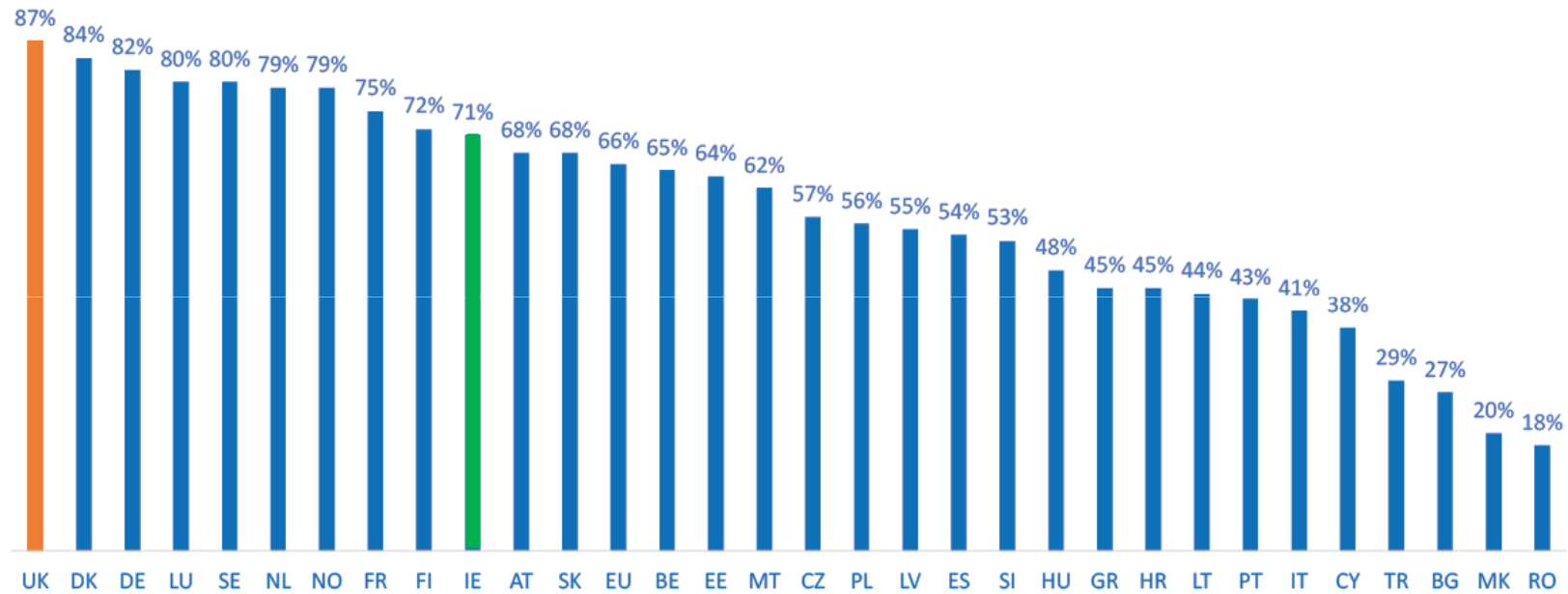


The **majority** of impact of Digital is in the **traditional** economy

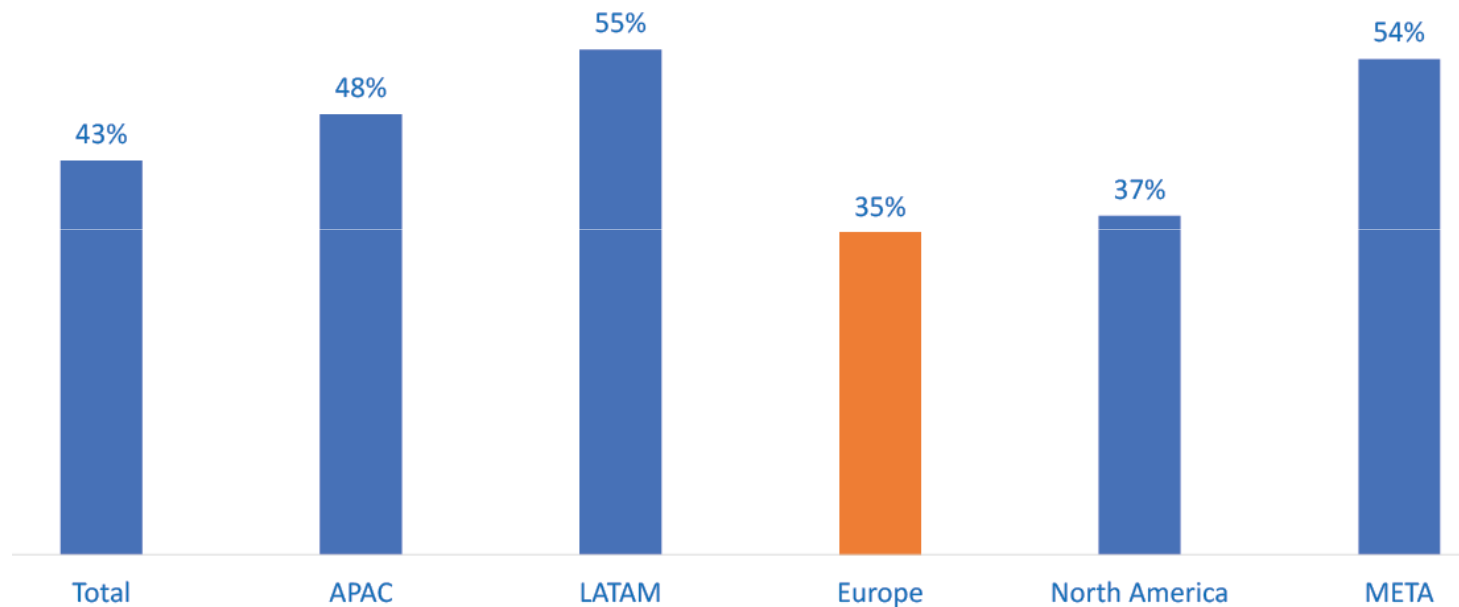
Where is the spending?

1. Holiday Travel	19%
2. Financial Services	15%
3. Utilities	14%
4. Groceries	13%
5. Clothing & Footwear	11%
6. Books, cd's, dvd's	9%
7. Transport	7%
8. Electronics	6%
9. Health	6%

Online Shopping Across Europe



What is the sentiment towards physical stores?



'I can see a time when the physical retail store is not a big factor in how I shop'

Impact of online trade...

+84% customer enquiries

+21% direct sales

+ 35% new jobs

3 in 5 export

Major opportunities

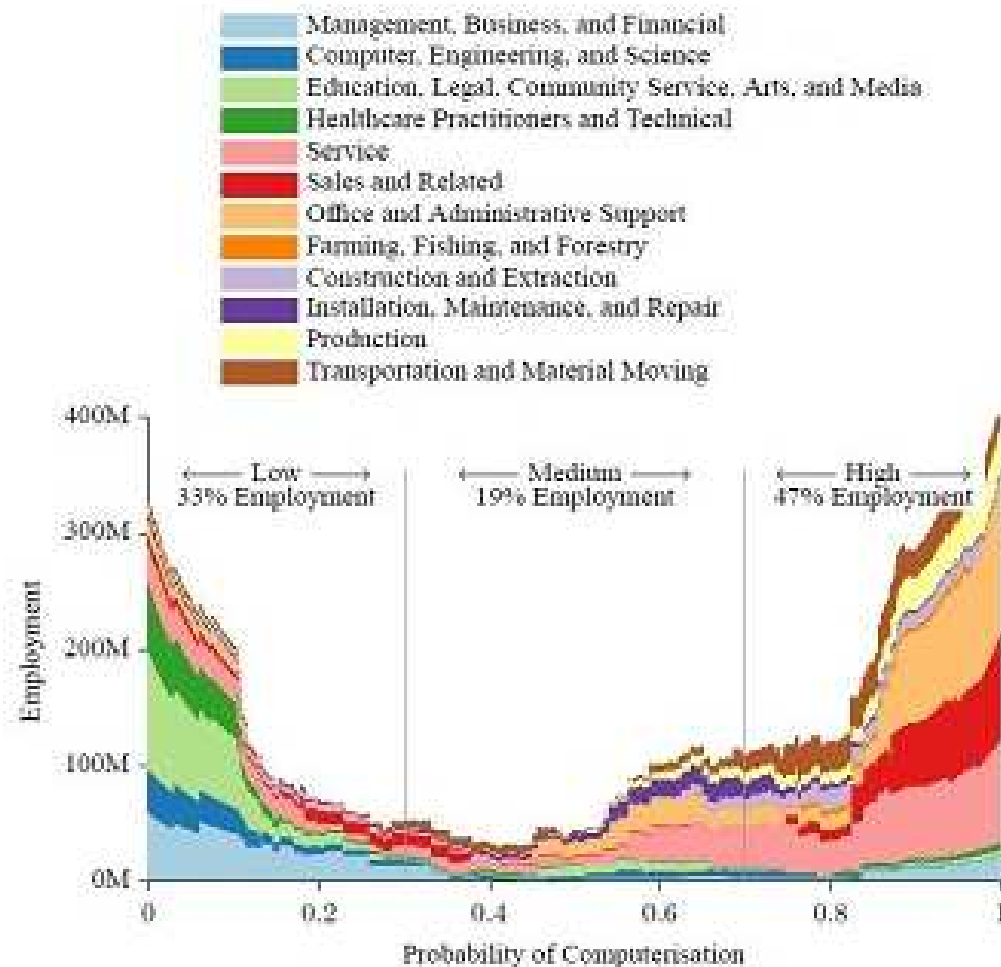
to transform the economy and society...



***Telephone took 75 years to reach 50 million users,
TV took 13years, Internet 4 years, Facebook 3.5years and Angry Birds – 35 DAYS !***

Major challenges

is Creative Destruction still valid?*



“Opportunity for the application
of digital to enable
basic standards of living.”

*Joseph Schumpeter

Local Strategy - Digital as an Enabler

- Local enterprise
 - Traditional Businesses trading online
 - Digital skilled workforce
 - Big impact on retail & services
 - Use Digital to improve environment (support the circular economy)
 - Industry 4.0
- Support innovation
 - Digital Entrepreneurs
 - Procurement practice
 - Discover the possibilities

Local Strategy - Digital as an Enabler

Operational efficiency

- Improve public services
 - feedback
 - empowerment
 - ownership
- Hub for services
 - leverage and combine local assets
 - Access point for non-liners

Thank You

END



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