



Irish customers spend **€9 billion** online and this figure is expected to grow to more than **€14 billion** by 2021.



1 in 5 or **22%** of SMEs report no online presence whatsoever



SMEs with a website earn an additional **€24,000** and receive **22** extra jobs or web-based sales on average each year.



71% of Irish consumers are more likely to buy from a business that has a website



69% of consumers say it is frustrating if a company does not have a website.



83% of Irish consumers believe that all SMEs should have a basic website that lists contact details and opening hours.



The odds are stacked in Irish SMEs' favour: **77%** of consumers say buying Irish is important to them.

