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Digital Consumer Trends 2026
Ireland

February 2026

About Deloitte's

Digital Consumer Trends 2026

- Digital Consumer Trends 2026 (Ireland) is conducted by Deloitte's Technology, Media and Telecommunications (TMT) practice.
- Digital Consumer Trends is a multi-country study of how people engage with and purchase digital products. It spans devices, connectivity, media, and emerging technologies, and is now in its sixteenth year of publication. It was previously known as the Mobile Consumer Survey.
- Fielded in November 2025 by an independent research agency, the survey was asked of 1000 consumers in Ireland between 18-75, and weighted for demographics such as age, gender, region and working status.
- Questions cited in this document may be simplified for the sake of visualisation.

Gen Z

BORN 1996–2007

Age range 18–29

Millennials

BORN 1980–1995

Age range 30–45

Gen X

BORN 1966–1979

Age range 46–59

Boomers

BORN 1950–1965

Age range 60–75

Key Takeaways

Evolving Smartphone Trends

Smartphone use continues to evolve as a central part of Ireland's digital landscape, with high adoption and expanding functionality across the population.

- 95% of adults own a smartphone, demonstrating widespread reliance beyond traditional calling.
- 47% regularly use their smartphones or smartwatches for in-person payments, signalling growing acceptance of mobile financial services.
- 32% of respondents show interest in integrating digital IDs, such as passports or driving licenses, into their devices, indicating cautious but increasing openness to digital identity solutions.

Digital Wellbeing & Usage Patterns

Smartphone usage remains deeply embedded in daily life, with widespread adoption across all age groups. However, concerns about the amount of time spent on devices and its impact on wellbeing are increasingly prominent, especially among younger generations.

- 70% wish they spent less time on devices, rising to 76% for women; Gen Z and Millennials express the most concern.
- Gen Z move fast through social media platforms: 46% of them have joined a social media app in the last year, though 32% have deleted one.
- 34% of respondents check their phone at least 50 times daily, with 15% checking 100+ times. This highlights the potential impact usage can have on people's social interactions and sleep patterns.

Subscription & Content Trends

Subscription video-on-demand (SVOD) services have become a staple of modern entertainment, with many consumers accessing content through smart TVs.

- Access to paid digital subscriptions remains steady at 74%, with Netflix leading. Access is lowest (54%) among Baby Boomers, who prefer free-to-air or traditional TV services.
- Smart TV ownership correlates with subscription access, which has plateaued since the COVID spike, indicating market maturity.

Attitudes & Regulations

Concerns about youth and digital exposure is becoming increasingly visible on a global scale.

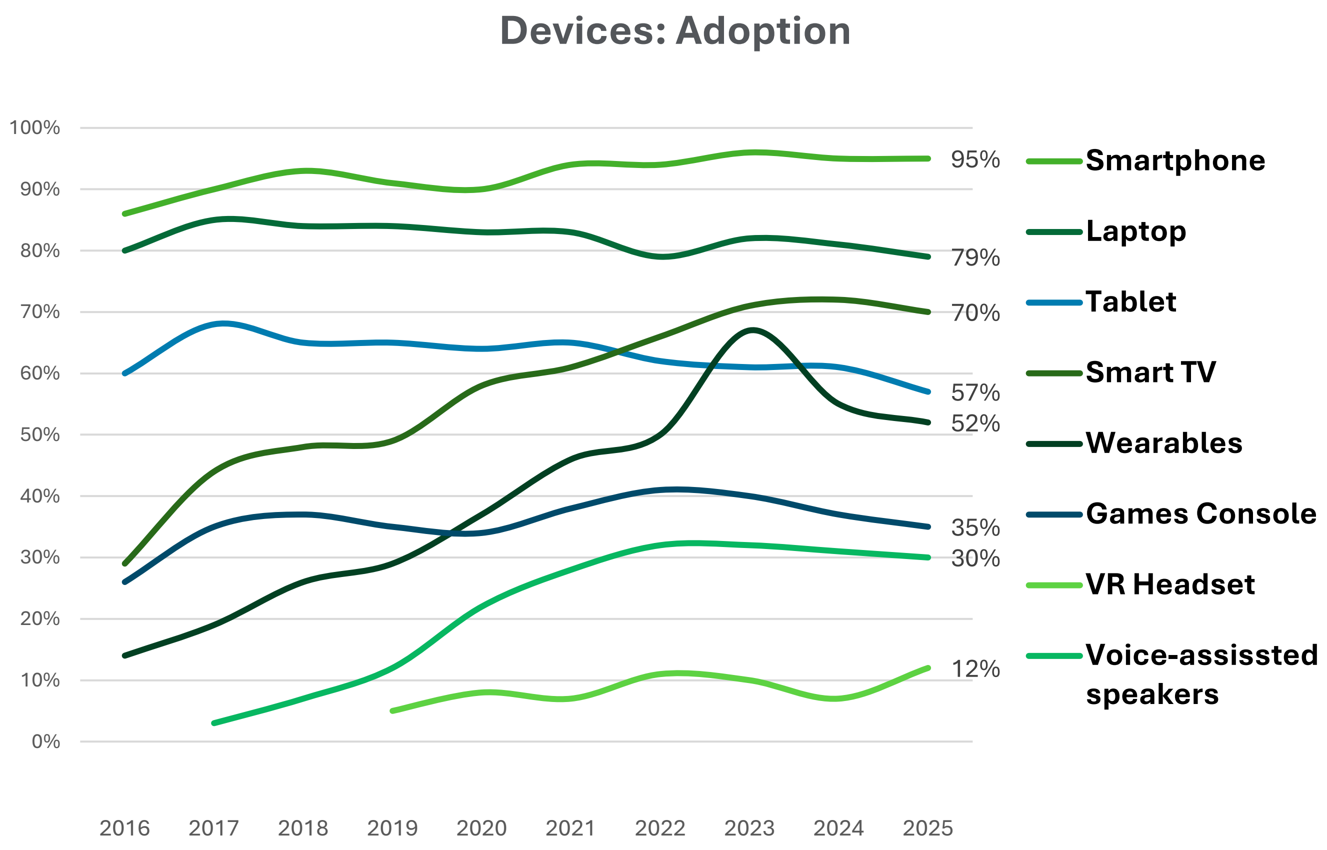
- Overall, 81% would support social media platforms requiring an age verification method when registering, and 82% would support a form of usage limitations for under 18s.
- 70% support banning social media for under-16s.
- 59% of respondents believe that the acceptable age for an individual to be given their first smartphone for personal use is between the ages of 12 and 15 years old.

News & Misinformation

In the last 12 months, 59% of respondents report having seen misinformation more regularly, this compares to 53% in 2024 and 46% in 2023.

- 22% of respondents reported deleting an app because it provided misinformation.
- Overall, TV (54%) remains the preferred source of news content, but there are significant variations by generation cohorts. Nearly half of Gen Z (47%) cite social media as their main news source and Millennials at 42%.

Access to devices is stable across key metrics and most commonly owned devices in Ireland, which is likely to persist in the short term. Wearables continue to record a slight dip.



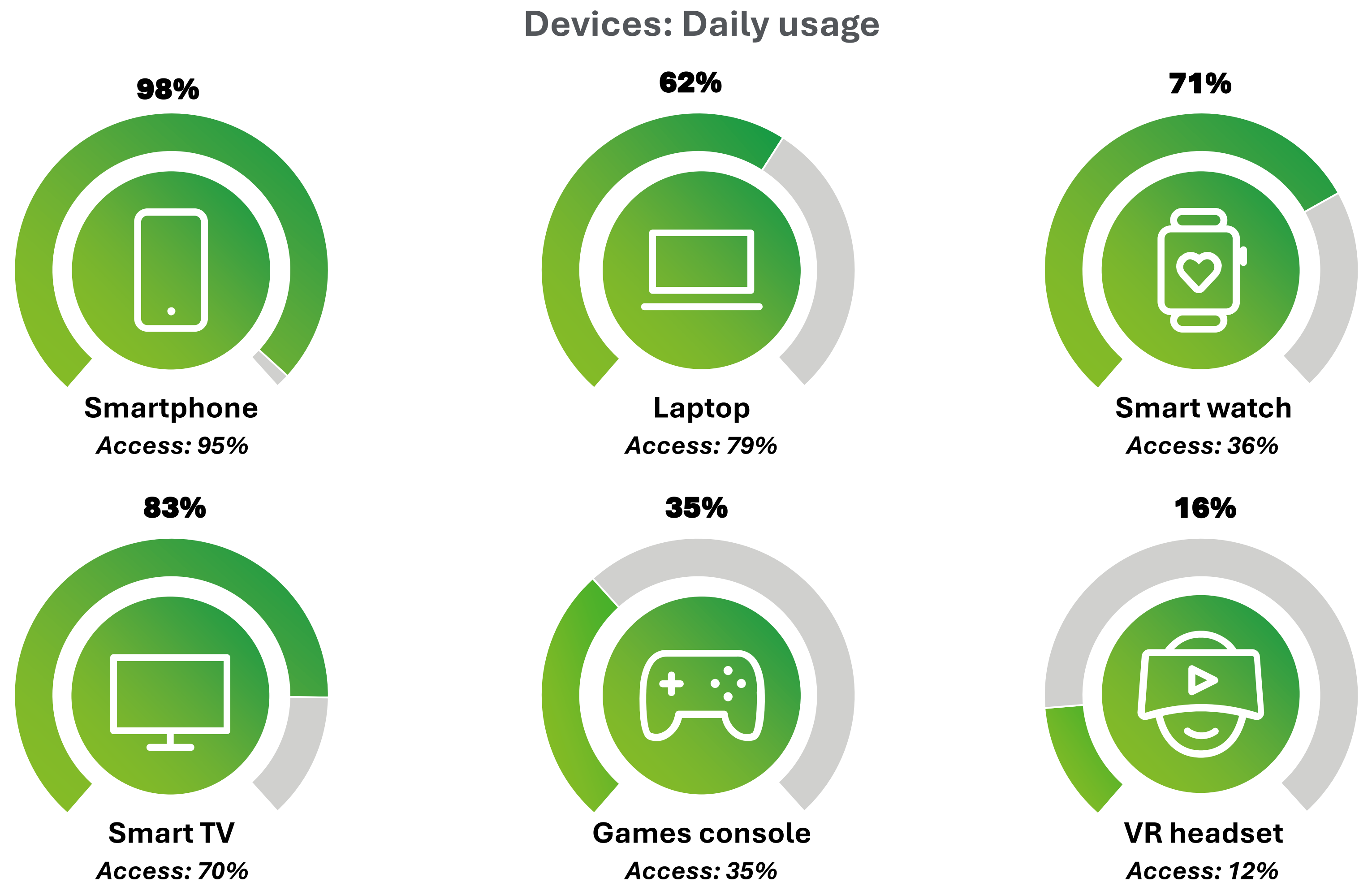
Smartphone access has stabilised, solidifying its position as an essential device, outperforming declining ownership of laptops and tablets as they increasingly meet productivity and entertainment needs.

Smart TV ownership has also levelled off, with a slight decrease in 2025, while daily usage remains strong at 83%.

Although overall device ownership has remained steady in recent years, wearables have seen a notable decline. Gaming console ownership has also decreased, reflecting a slowdown in major new releases. In contrast, VR headsets are gaining popularity, with penetration rising to 12% in 2025.

Question: Which, if any, of the following devices do you own or have ready access to?
Weighted base: All respondents aged 18-75, 2016 (1,000), 2017 (1,000), 2018 (1,000), 2019 (1,000), 2020 (1,000), 2021 (1,000), 2022 (1,000), 2023 (1,000), 2024 (1,000), 2025 (1,000)
Source: Deloitte Digital Consumer Trends, Ireland, 2016-2025

Daily usage rate – a measure of utility – varies markedly by device, with the smartphone remaining the leader by this metric.



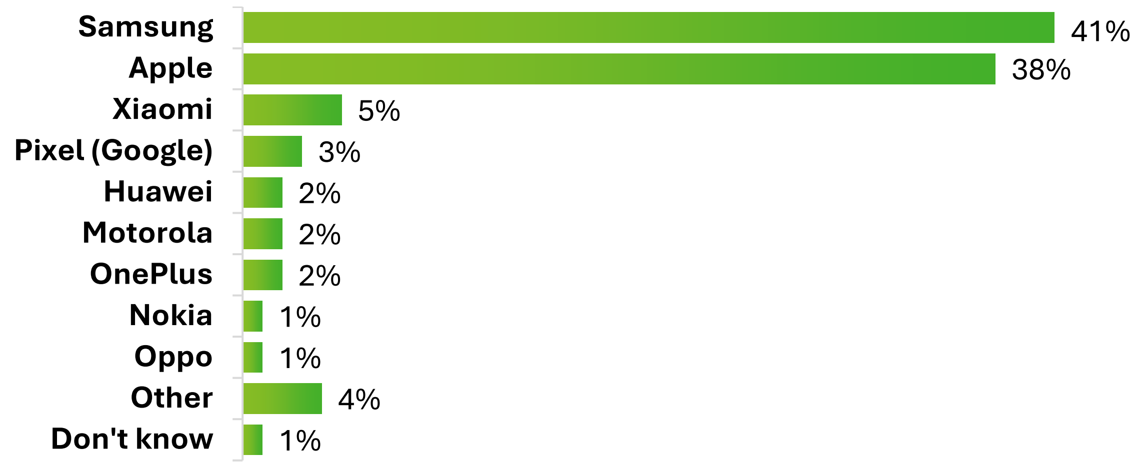
Question: When was the last time you used any of these devices. Was it within the...? [Last day]
Weighted base: All respondents aged 18-75, 2025, with a smartphone (945), laptop (788), smart watch (365), smart TV (702), Games console (353), VR headset (116)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

Samsung is the market leader in Ireland with Apple as a strong second.

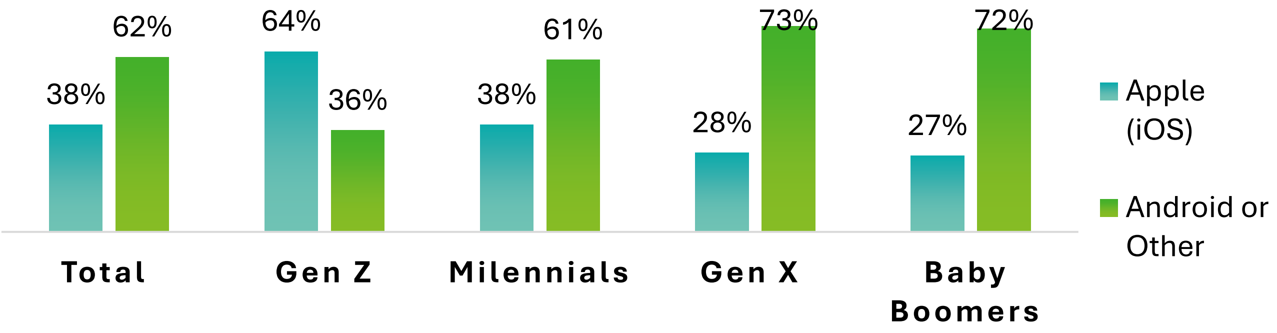
Samsung continues to hold its position as the most popular smartphone brand overall, holding a 41% share in 2025, a slight decrease from 42% in 2024. Apple maintains a consistent 38% share, unchanged from both 2023 and 2024.

Notably, Apple continues to be the preferred brand among the Gen Z demographic, while Samsung leads in popularity among Gen X and Baby Boomer groups.

Devices: Brand of current mobile device



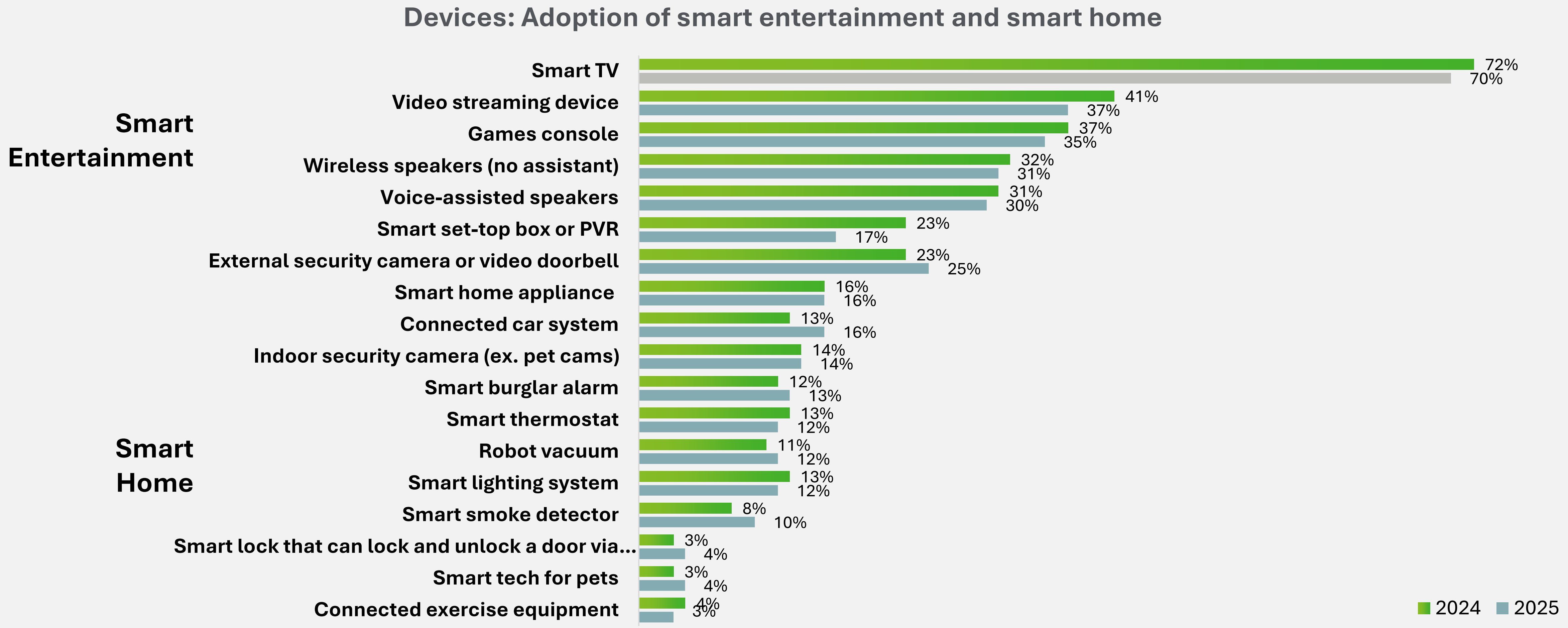
Devices: Apple (iOS) vs Android



Question: Thinking about your main phone, what is the brand of your current handset?
Weighted base: All respondents aged 18-75 who have a phone or smartphone, 2025 (968), Gen Z (183), Millennials (330), Gen X (261), Baby Boomer (193)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

Question: Thinking about your main phone, what is the brand of your current handset?
Weighted base: All respondents aged 18-75, who have a phone or smartphone, 2025 (968)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

Smart home adoption continues to grow slowly.



Question: Which, if any, of the following connected devices do you own or have ready access to?
Weighted base: All respondents aged 18-75, 2024 (1,000), 2025 (1,000)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

Purchase intent across devices is stable year on year. Over a quarter of consumers (27%) do not plan to purchase a device in the next year.

28% of respondents are planning to purchase a smartphone within the next 12 months, which is the highest proportion among all device categories.

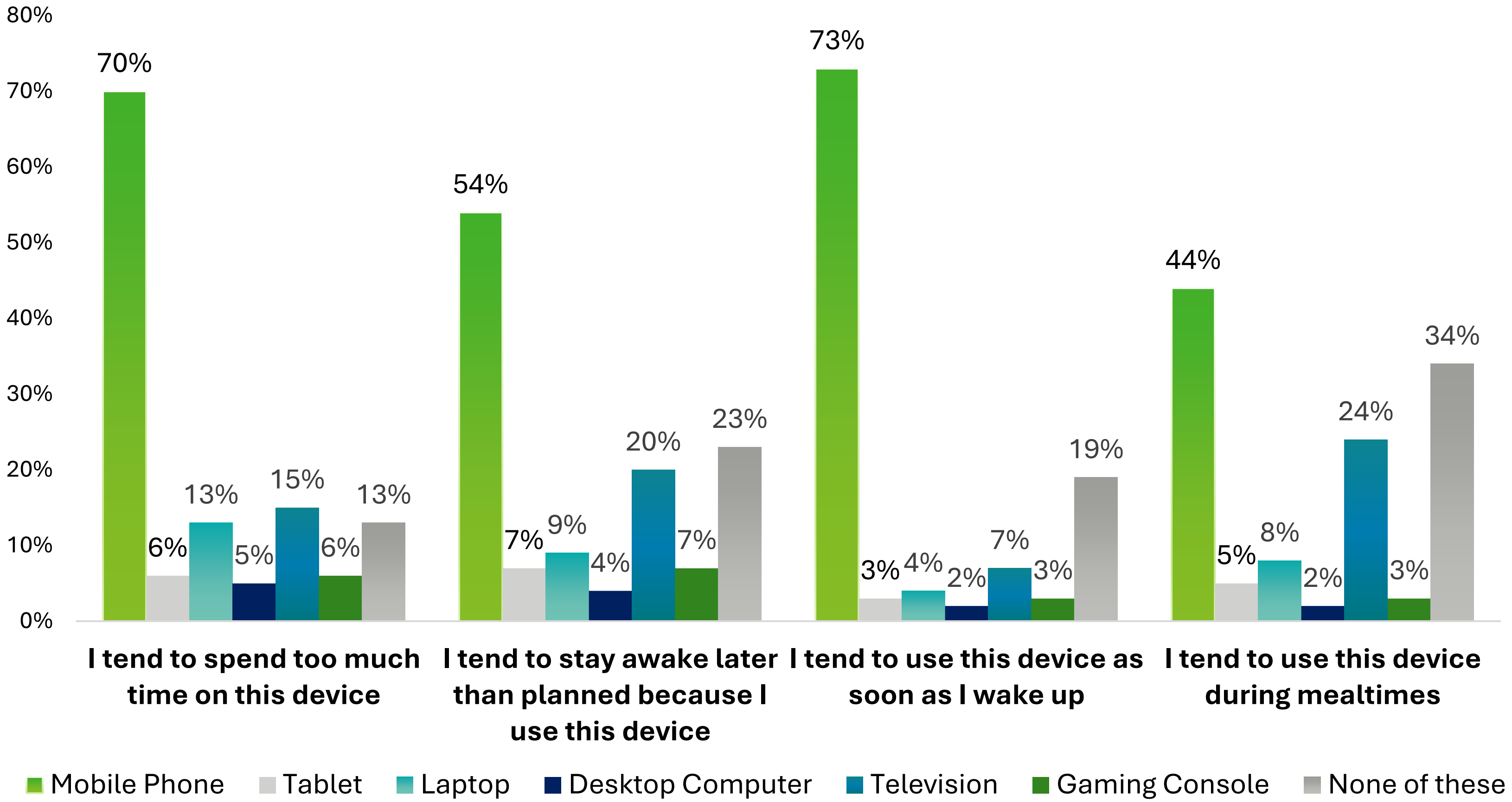
We continue to observe a low percentage of consumers planning to purchase smartphones. This trend prompts considerations around whether recent innovations in smartphones are truly engaging the market or if they are perceived as more incremental improvements rather than groundbreaking advancements.

Devices: Planned purchase in next twelve months

Smartphone	**Tablet**	**Laptop**	**Desktop**
28% *26% in 2024*	**12%** *12% in 2024*	**15%** *14% in 2024*	**7%** *5% in 2024*
Smart watch	**Fitness band**	**Smart TV**	**Wireless headphones**
14% *14% in 2024*	**8%** *8% in 2024*	**16%** *14% in 2024*	**14%** *16% in 2024*
Portable games player	**Games console**	**VR headset**	**Voice-assisted speaker**
6% *4% in 2024*	**12%** *7% in 2024*	**4%** *4% in 2024*	**5%** *4% in 2024*

Question: Which, if any, of the following devices do you intend to purchase in the next 12 months?
Weighted base: All respondents aged 18-75, 2024 (1,000), 2025, (1,000)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

Device use: Three quarters (73%) of adults use their phone as soon as they wake up. 70% state they tend to spend too much time on their mobile phone.



Nearly three-quarters of respondents use their smartphone immediately upon waking, with usage slightly higher among women than men.

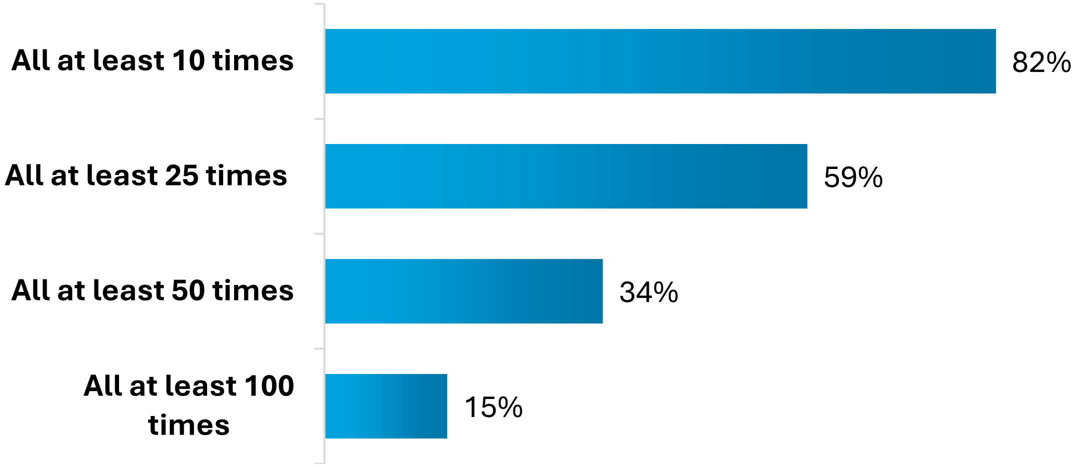
More than half (54%) stay awake later than planned using their mobile phone.

Question: Thinking about the following statements, which of the following devices does it apply to, if any?
Weighted base: All respondents aged 18-75, 2024 (1,000), 2025 (1,000)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

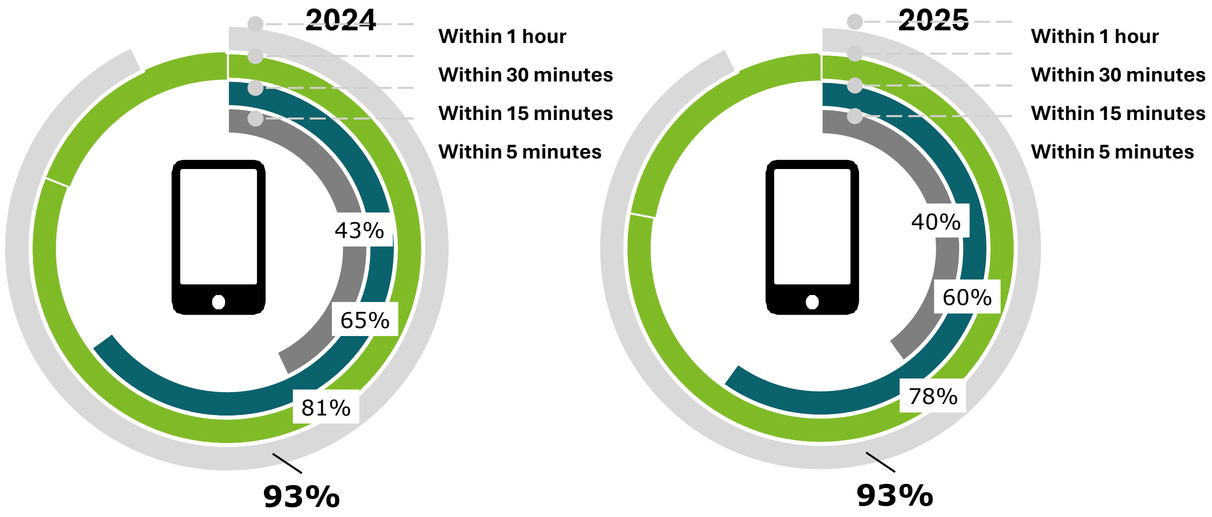
Device use: 60% of phone owners look at their phone within 15 minutes or less after waking up down from 65% in the prior year.

60% check their phone within 15 minutes of waking, showing a small decline from the previous year. Over a third of respondents check their phone at least 50 times daily, a pattern that has remained stable. This frequency is notably higher among Gen Z users (48%). This highlights the potential impact usage can have on people's social interactions and sleep patterns.

Devices: Frequency of checking smartphone



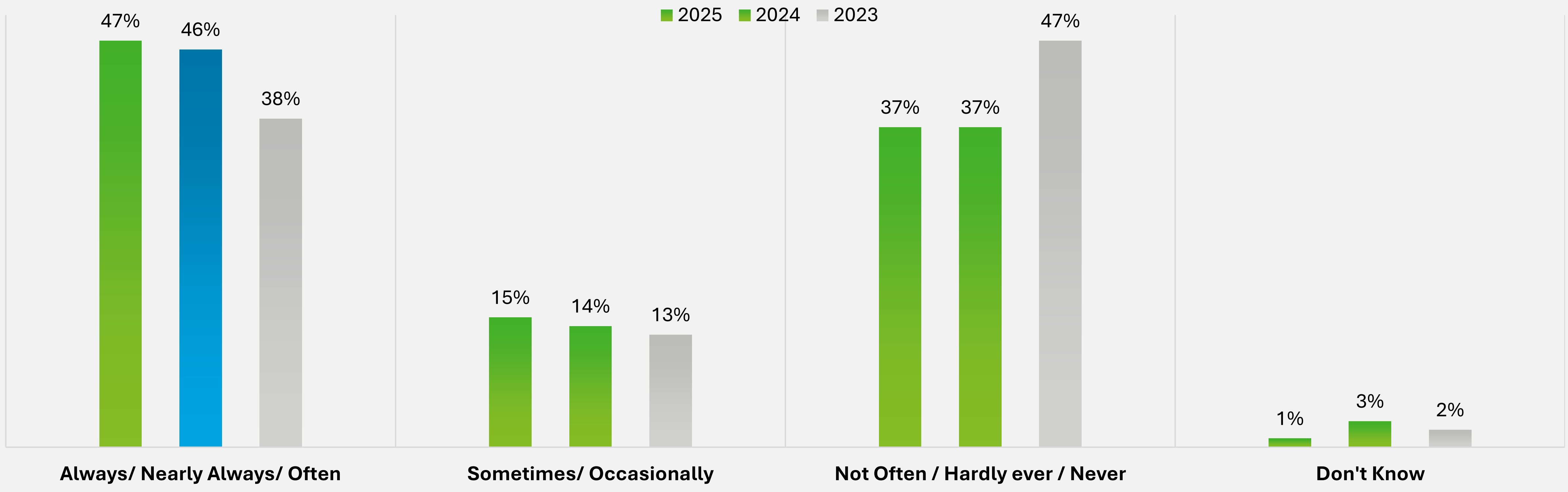
Devices: Morning usage



Question: Q42 - How many times would you estimate you look at your phone in a day?
Weighted baseBase: All adults 18-75 who have a phone or smartphone aged 18-75, 2025 (968)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

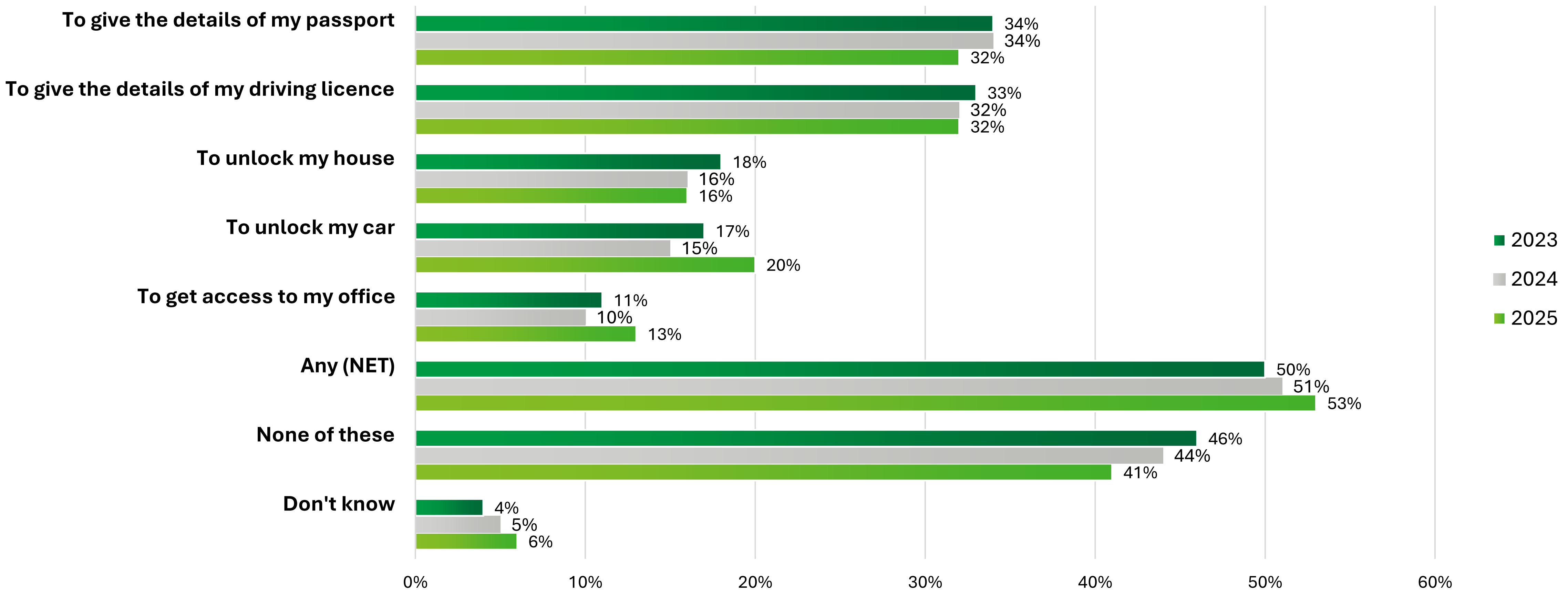
Question: Typically, how long is the interval between waking up and looking at your phone for the first time?
Weighted base: All respondents aged 18-75, 2024 (1,000), 2025 (1,000)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

In-Person Mobile Payments: Almost half (47%) adults regularly use their smartphone or smartwatch to make in-person payments.



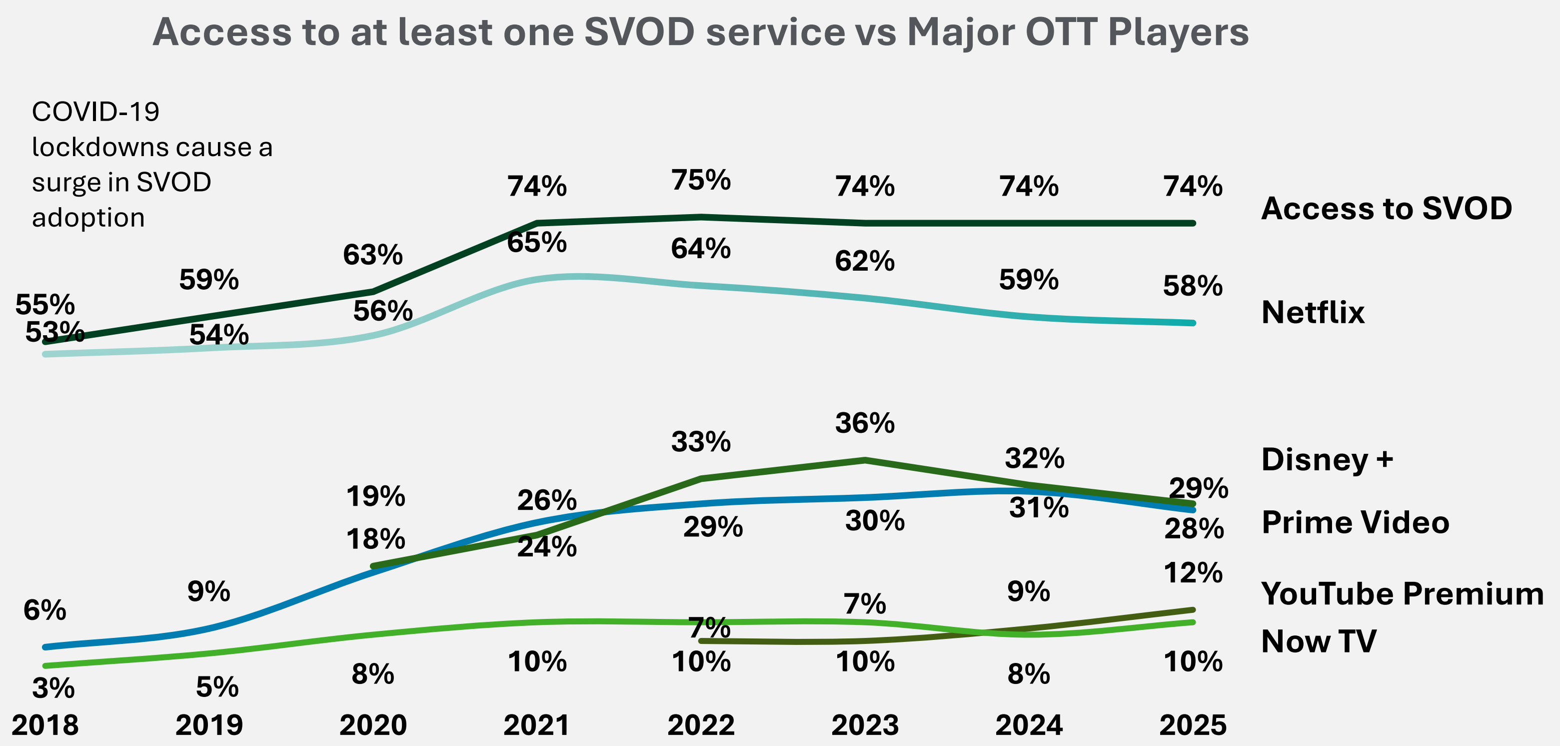
Question: When the option is available, how often do you use a smartphone or smartwatch to pay for things in person, for example, in a shop or restaurant?
Weighted base: All respondents aged 18-75, 2024 (1,000), 2025 (1,000)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

Digital Identity: Adults in Ireland are not clamouring for digital identity solutions; 32% would like smartphone passport integration and 32% would like to be able to give the details of their driving license.



Question: Which, if any, of the following would you like to be able to use your smartphone for instead of using other items, such as physical keys, ID cards or documents?
Weighted base: All respondents aged 18-75, 2024 (1,000), 2025 (1,000)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

SVOD (Subscription Video on Demand) access remains stable compared to the last few years. Netflix remains the most popular SVOD in Ireland, followed by Disney+ and Amazon Prime video.

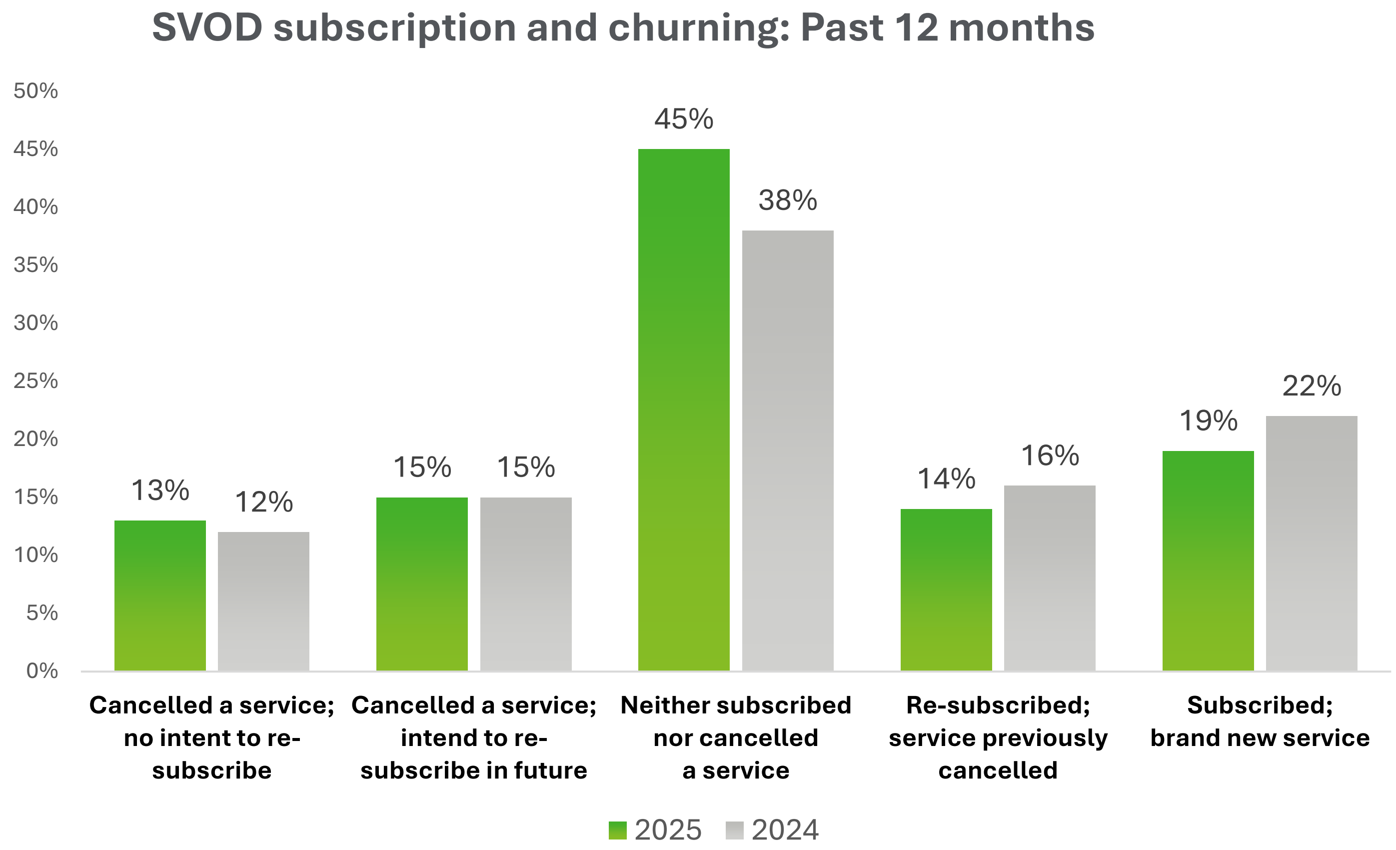


Access to video streaming service subscriptions has remained stable over the past four years, effectively maintaining this level since the onset of the COVID-19 pandemic.

Netflix continues to lead the market by a significant margin, with nearly two in three people having access to the platform. However, this represents a continuing downward trend from its peak in 2021, when 65% of respondents reported having a Netflix subscription.

Question: Which, if any, of the following paid digital subscription services do you have access to? [VIDEO]
Weighted base: All respondents aged 18-75, 2018 (2,002), 2019 (1,000), 2020 (1,000), 2021 (1,000), 2022 (1,000) 2023 (1,000), 2024 (1,000), 2025 (1,000)
Source: Deloitte Digital Consumer Trends, Ireland, 2018-2025

SVOD churn is steady at 25%. Whilst 45% neither subscribed nor cancelled, 33% subscribed to a new service or resubscribed to one they previously cancelled.



On average, respondents had access to 2.2 subscription services in 2025, representing a slight decline from 2.3 in 2024. The combined proportion of respondents as new subscribers or re-subscribing also decreased, falling to 33% in 2025 from 38% the previous year.

Conversely, cancellation rates over the past 12 months showed a positive shift, declining from 27% in 2024 to 25% in 2025, thereby reversing the upward trend observed in prior years.

25% cancelled a video streaming service

33% subscribed to a video streaming service

Question: In the last 12 months, have you or your household subscribed to any paid subscriptions for a video streaming service, or cancelled any existing ones?

Weighted base: All respondents aged 18-75, 2024 (1,000), 2025 (1,000); Not shown are respondents who answered Can't Remember (8%)

Source: Deloitte Digital Consumer Trends, Ireland, 2024-2025

SVOD platforms increasingly look to third-parties as a route to market.

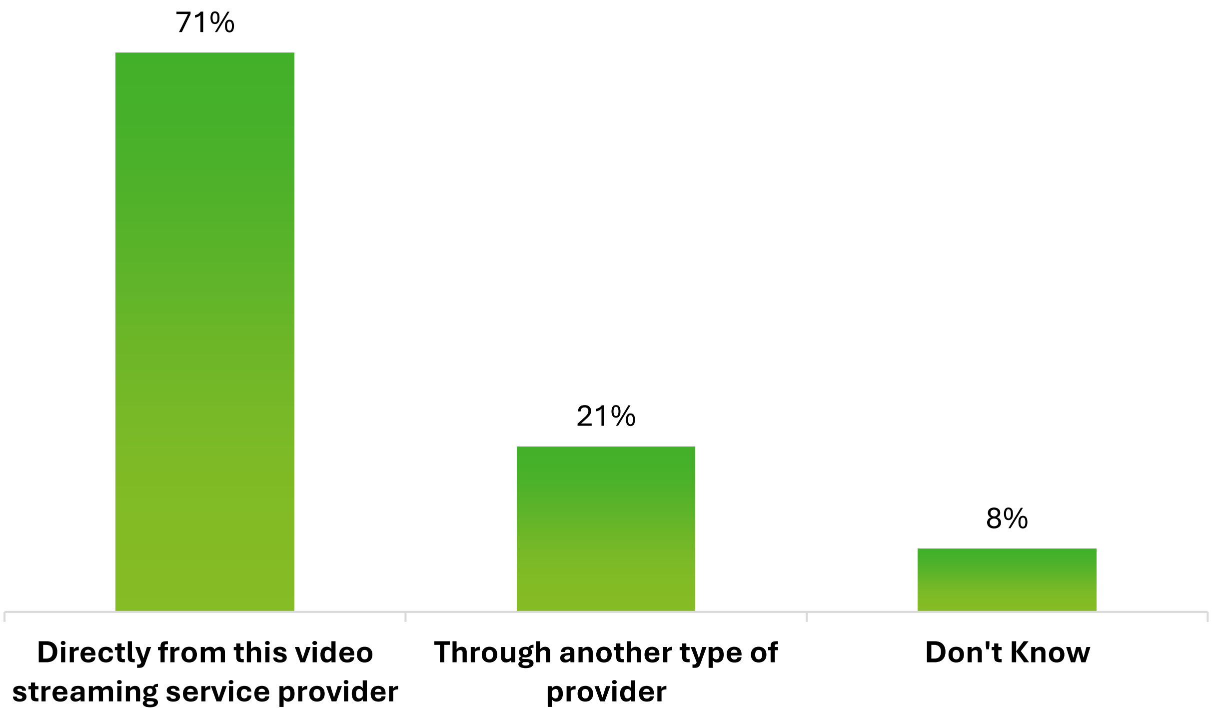
In Ireland, one in five (21%) SVOD subscriptions are purchased through third-party providers such as telecommunications companies, or other aggregators. This approach allows SVOD platforms to offload billing responsibilities and some customer support functions to these intermediaries.

Bundling SVOD services could help reduce subscriber churn and minimise subscription cycling if their video platform is bundled for 18 or 24 months, by encouraging longer-term commitments.

However, with access to pay TV declining, this strategy may not entirely prevent cancellations but rather delay them, suggesting that while bundling offers some retention benefits, it is not a complete solution to subscription attrition.

SVOD: Purchased direct vs via a third-party

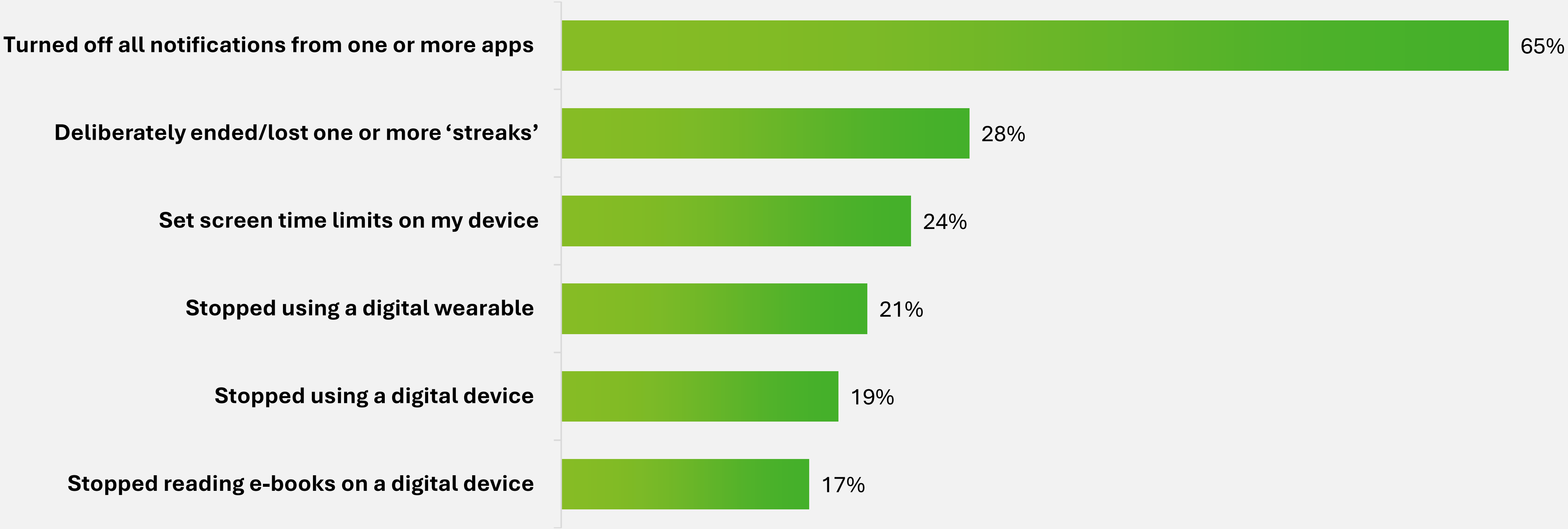
Asked across five of the most popular SVOD platforms. The below represents proportions of the number of total subscriptions taken out by Ireland citizens



Question: Which, if any, of the following best describes how you/the account holder took out each of the following paid video streaming subscriptions?
Weighted base: All respondents aged 18-75 years, 2025, who have access to each paid video subscription service, Netflix (575), Amazon Prime Video (279), Disney+ (289), Apple TV+ (113), Discovery+ (68*)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

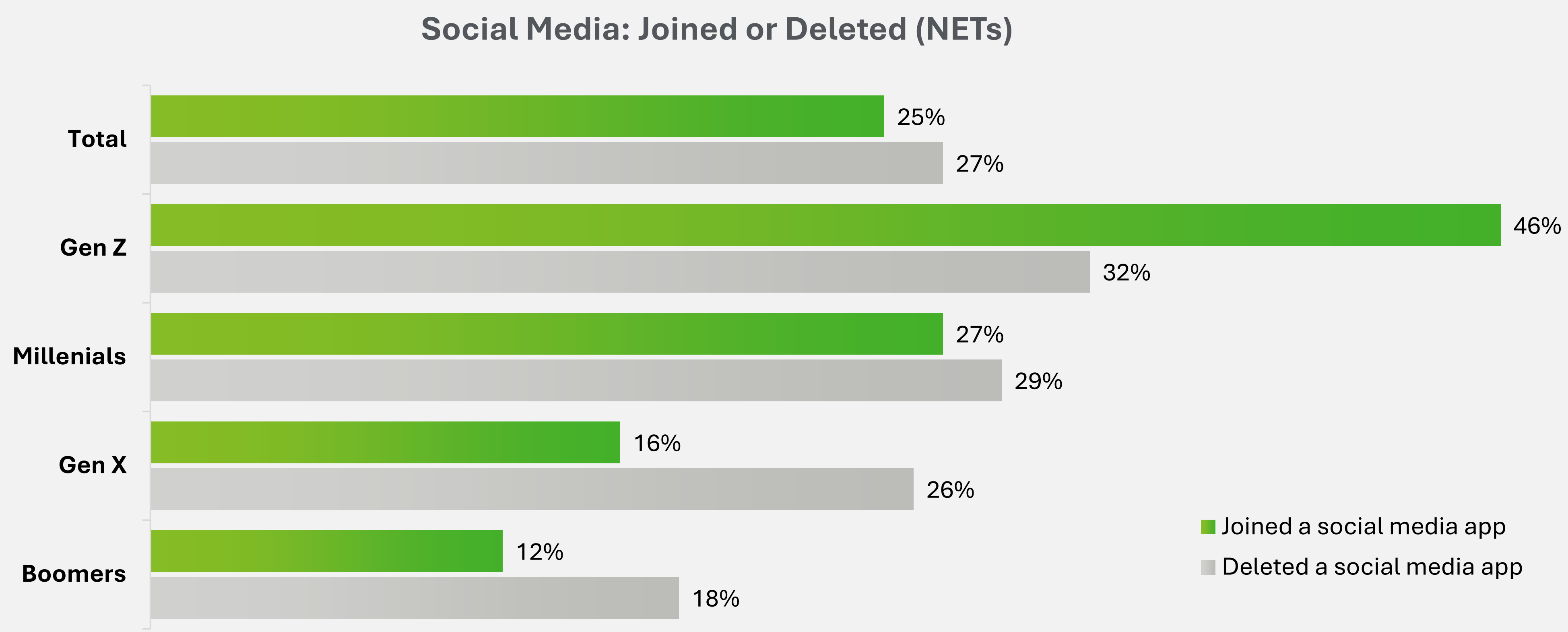
About two-thirds (65%) have turned off all notifications from apps and over one in four (28%) have deliberately ended a digital ‘streak’ in the past year.

De-Digitisation: Which of these have you done?



Question: Which, if any, of the following have you personally done in the last 12 months?
Weighted base: All respondents aged 18-75, 2025 (1,000)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

Gen Z move fast through social media platforms: 46% of them have joined a social media app in the last year, though 32% have deleted one.



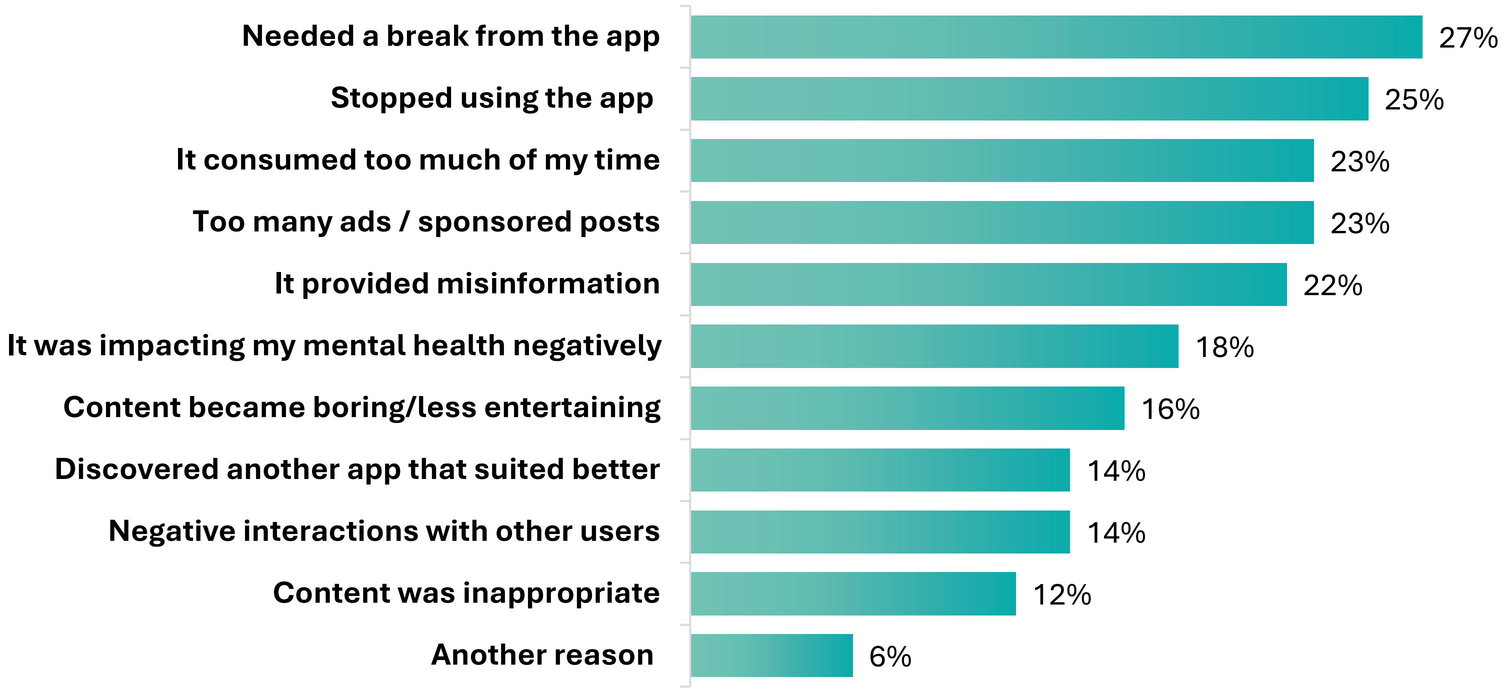
Question: In the last 12 months, have you joined any social media apps or deleted any existing ones from one or more of your devices?
Weighted base: All respondents aged 18-75, 2025 (1,000), Gen Z (193), Millennials (340), Gen X (267), Baby Boomer (200)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

Over a quarter (27%) of those who deleted a social media app did so because they needed a break.

27%

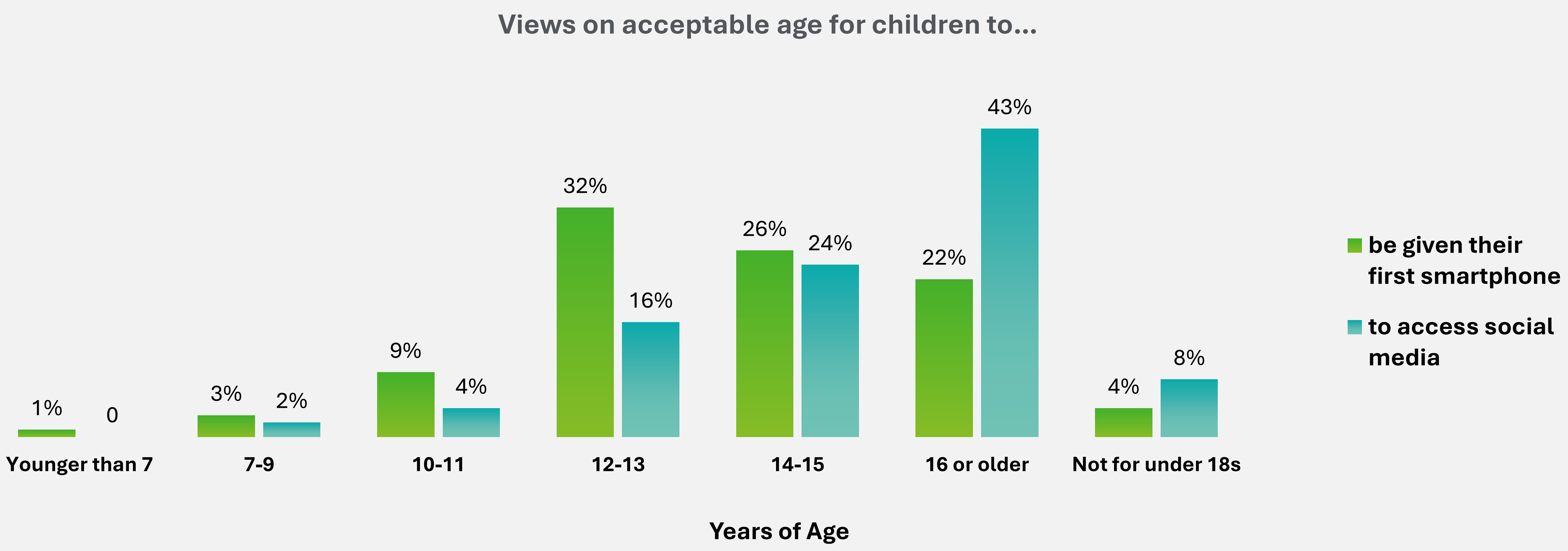
deleted a Social Media app in the past 12 months

Social Media: Reasons for Deleting



Question: In the last 12 months, have you joined any social media apps or deleted any existing ones from one or more of your devices?; You mentioned that you have deleted a social media app in the last 12 months. What prompted you to make this decision?
Weighted base: All respondents aged 18-75, 2025 (1,000), who have deleted social media temporarily or permanently in the past 12 months, 2025 (339); excludes "Don't know" (1%)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

About six in ten (59%*) in Ireland feel the appropriate age for a first smartphone is between 12-15 years old. Overall, people feel access to a smartphone itself may be safer than access to social media for those aged 15 or under.

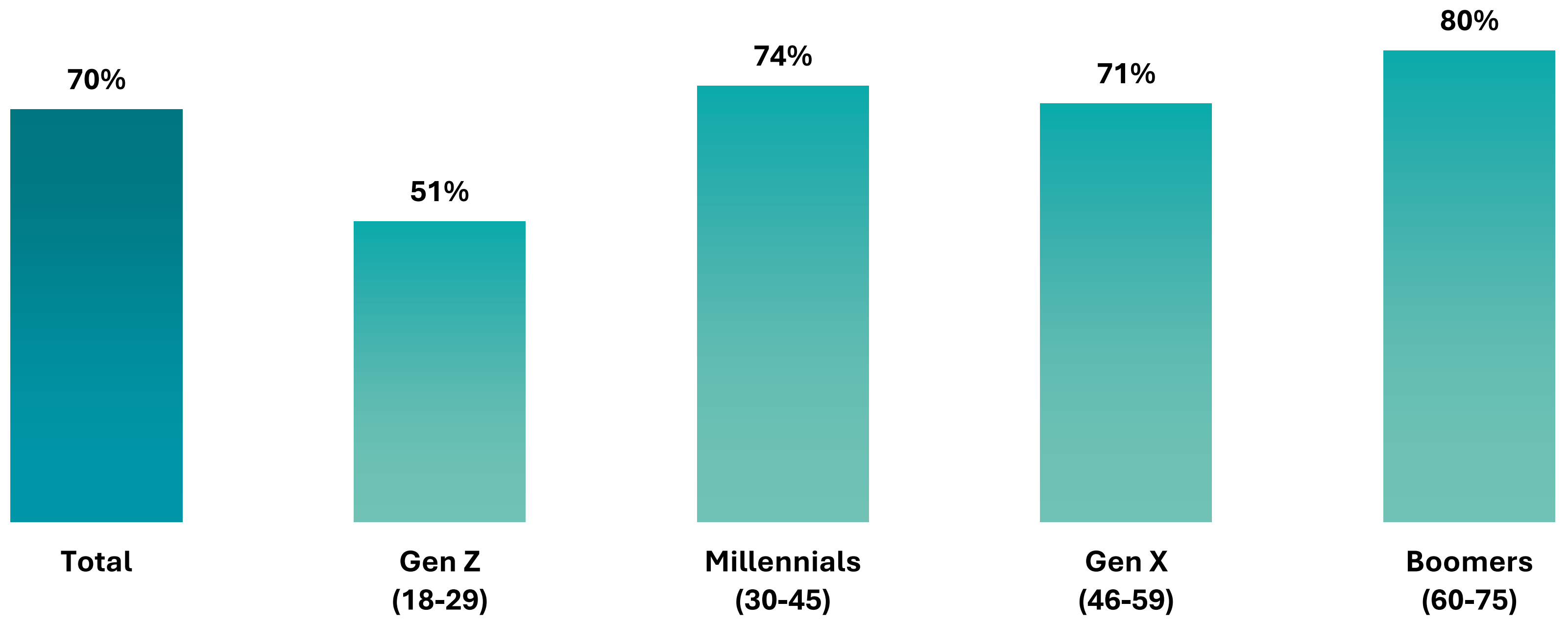


Question: At what age do you think it's acceptable for a child...? - to be given their first smartphone for their own personal use? - to access social media for their own personal use?
Weighted base: All respondents aged 18-75 who have a phone or smartphone, 2025 (968); Don't Know excluded (2%)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025
*32.3% (ages 12-13) and 26.24% (ages 14-15), totaling 58.58%

Just over half (51%) of Gen Z would favour a ban on social media for people under 16 years

With Australia being the first country to ban social media access to those under 16 years of age, reflecting this trend, 7 in 10 of Irish respondents also support a similar ban. Among Gen Z, who have grown up immersed in social media, just over half are in favour of restricting access before 16, while nearly a quarter remain neutral on the issue. These preferences suggest that implementing certain safeguards could satisfy the majority.

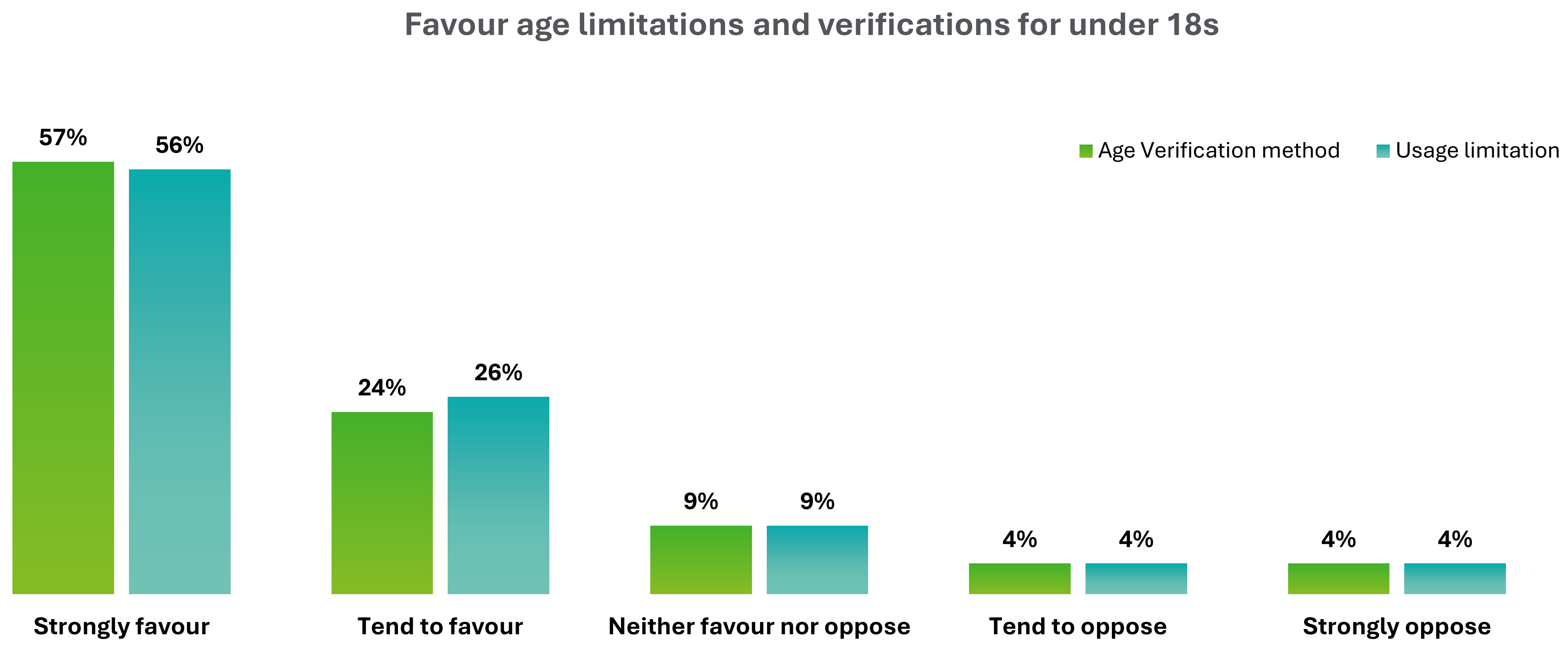
Favour a social media ban for under 16s



Question: To what extent would you favour or oppose the implementation of each of the following? Banning social media usage for people younger than 16 years old?
Weighted base: All respondents aged 18-75 who have a phone or smartphone, 2025 (968), Gen Z (183), Millennials (330), Gen X (261), Baby Boomer (193)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

82% support social media platforms introducing usage limitations for those under 18.

Public sentiment strongly aligns with protective social media measures, with over 80% of users endorsing both age verification at sign-up and stricter usage limits for those under 18.

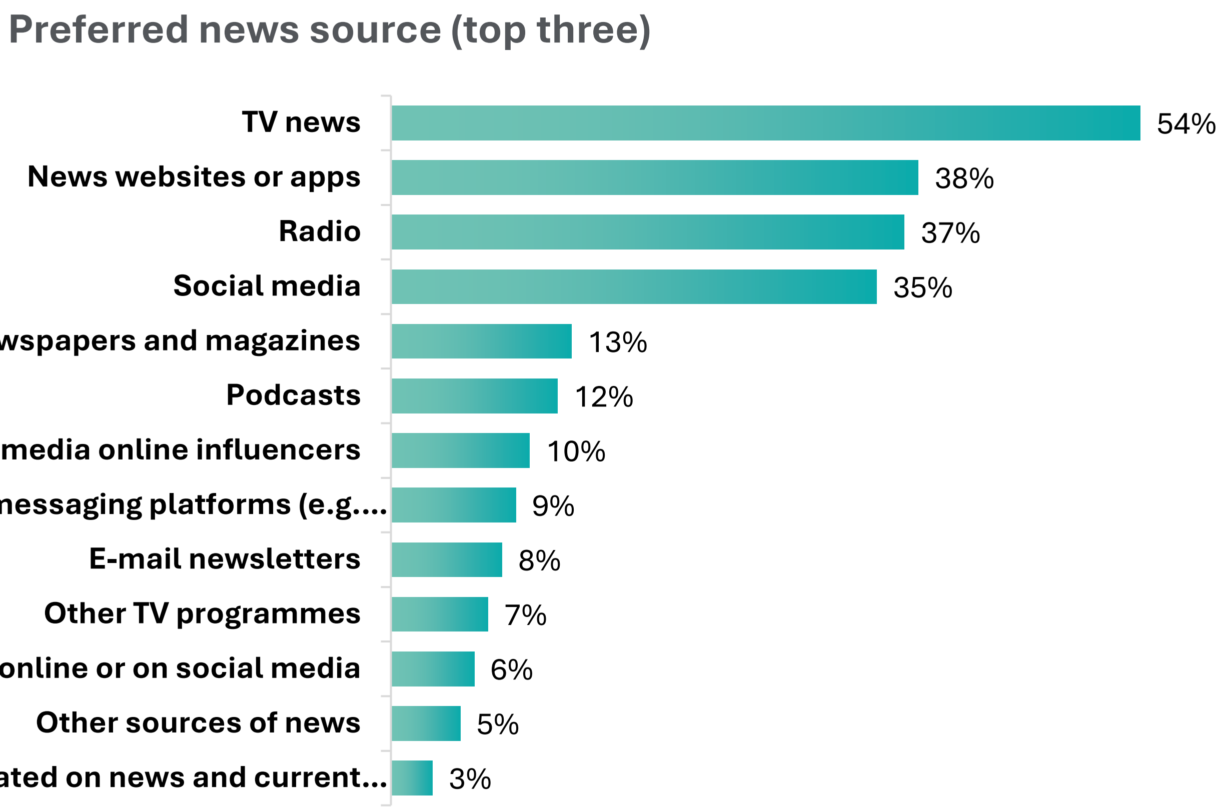


Question: To what extent would you favour or oppose the implementation of each of the following? Limitations and verifications for social media usage for people younger than 16 years old?
Weighted base: All respondents aged 18-75 who have a phone or smartphone, 2025 (968), Gen Z (183), Millennials (330), Gen X (261), Baby Boomer (193)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

Overall, TV remains the primary preferred source of news content, but there are significant variations by generation cohorts.

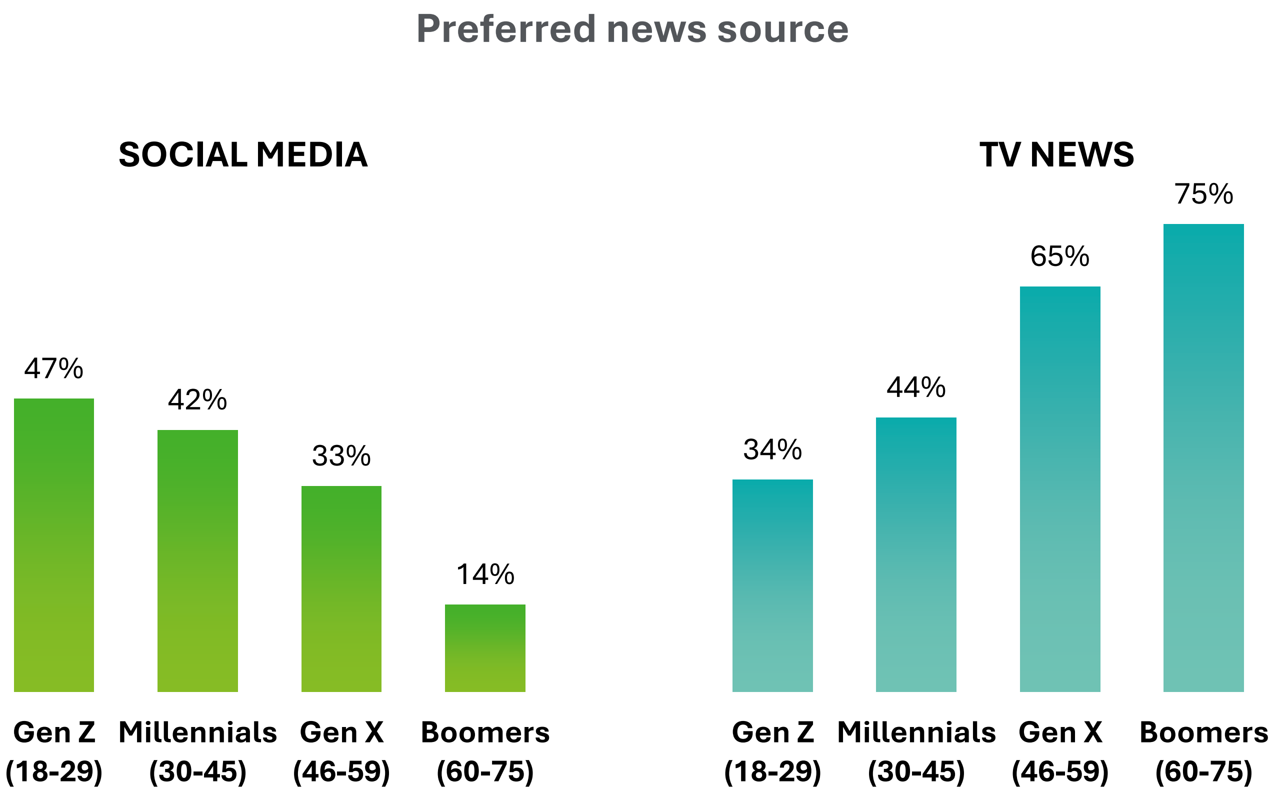
22%

deleted an app because it provided misinformation.



Question: Which, if any, of the following are your most preferred methods to stay updated on news or current events?
Weighted base: All respondents aged 18-75, 2025 (1,000)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

Younger generations use social media as their most preferred source for news; older generations prefer TV news.



While TV remains the overall preferred news source, significant generational differences are evident.

For younger generations, such as Gen Z and Millennials, nearly half use social media for news. This often provides algorithmically tailored content and diverse viewpoints, necessitating careful verification of accuracy.

In contrast, Baby Boomers largely prefer traditional media like television (75%) and radio (54%).

News websites and apps are a popular middle ground (38% of people cite them as a preferred source), which bridge the gap between preferences of old and young.

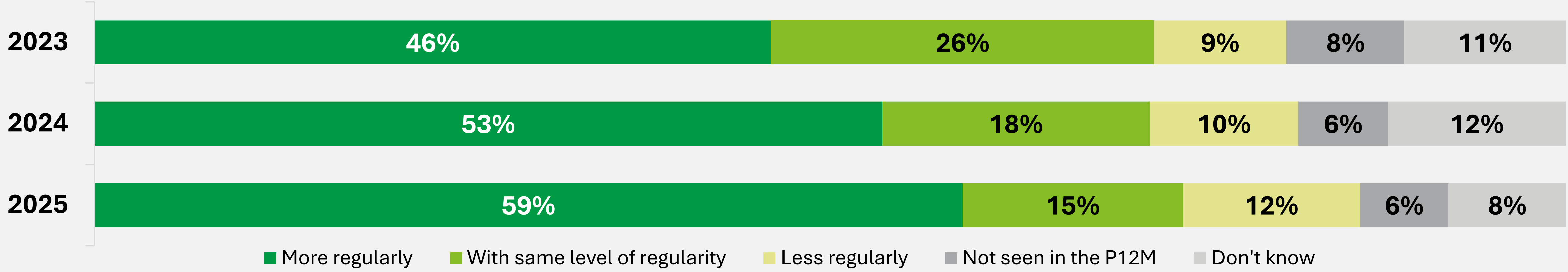
Question: Which, if any, of the following are your most preferred methods to stay updated on news or current events?
Weighted base: All respondents aged 18-75, 2025 (1,000), Gen Z (193), Millennials (340), Gen X (267), Baby Boomer (200)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

Online misinformation persists. About six in ten (59%) in Ireland have more regularly seen information on social media that was subsequently proven to be fake.

Over the past three years, the proportion of respondents encountering online misinformation more regularly has risen from 46% in 2023 to 59% in 2025.

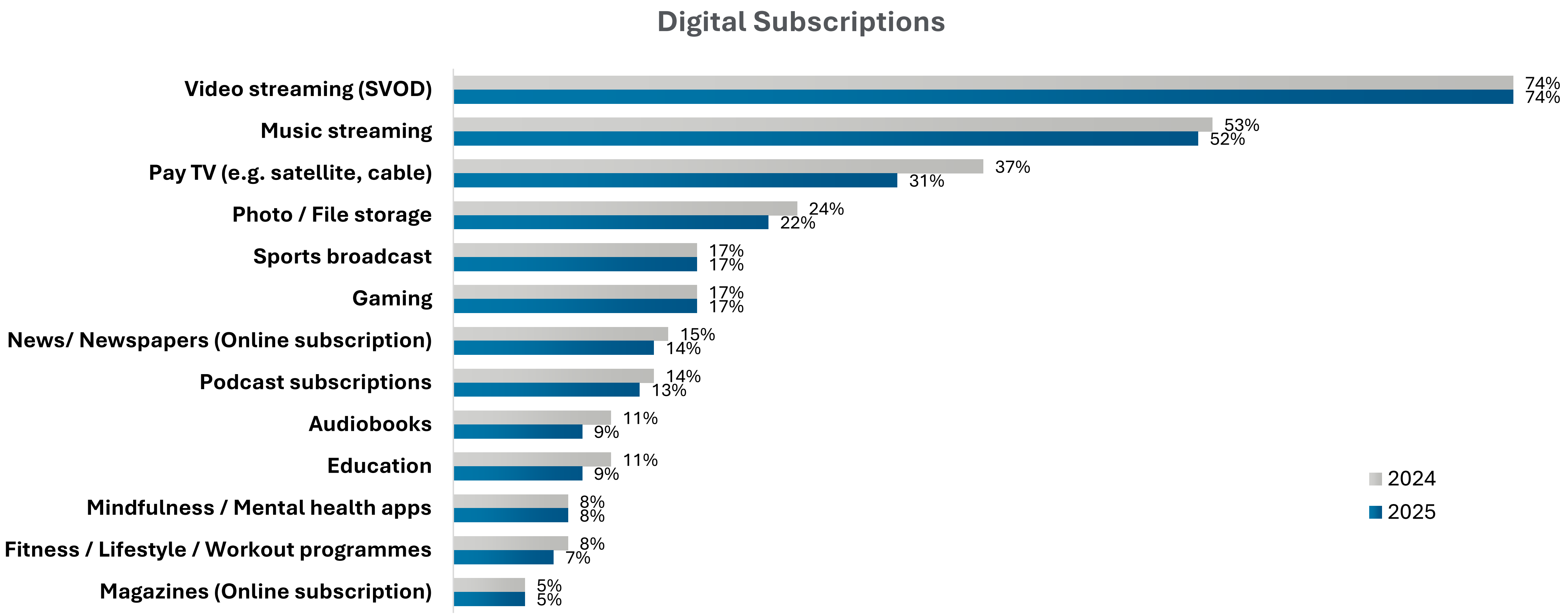
While younger groups, particularly Gen Z, were previously more likely to have seen and identified misinformation, this trend has shifted in the current year. Approximately 21% of Gen Z respondents now report seeing misinformation less regularly, which is nearly double the rate observed across all respondents. This suggests a changing dynamic in how different age groups perceive and encounter misinformation online.

Online misinformation: Seeing and identifying



Question: The next question is about information that is presented to be true on social media but is subsequently proven to be fake. For example, a doctored video, altered photo, untrue articles, misinformation, or content with misleading captions. These days, would you say you are seeing this type of information more or less regularly than you were 12 months ago or are you seeing it with the same level of regularity?
Weighted base: All respondents aged 18-75, (half sample - sample B) 2025 (494), 2024 (501), 2023 (503)
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

Overall, access to paid digital subscriptions is stable year-on-year. Video streaming, music and pay TV are the most popular subscriptions.



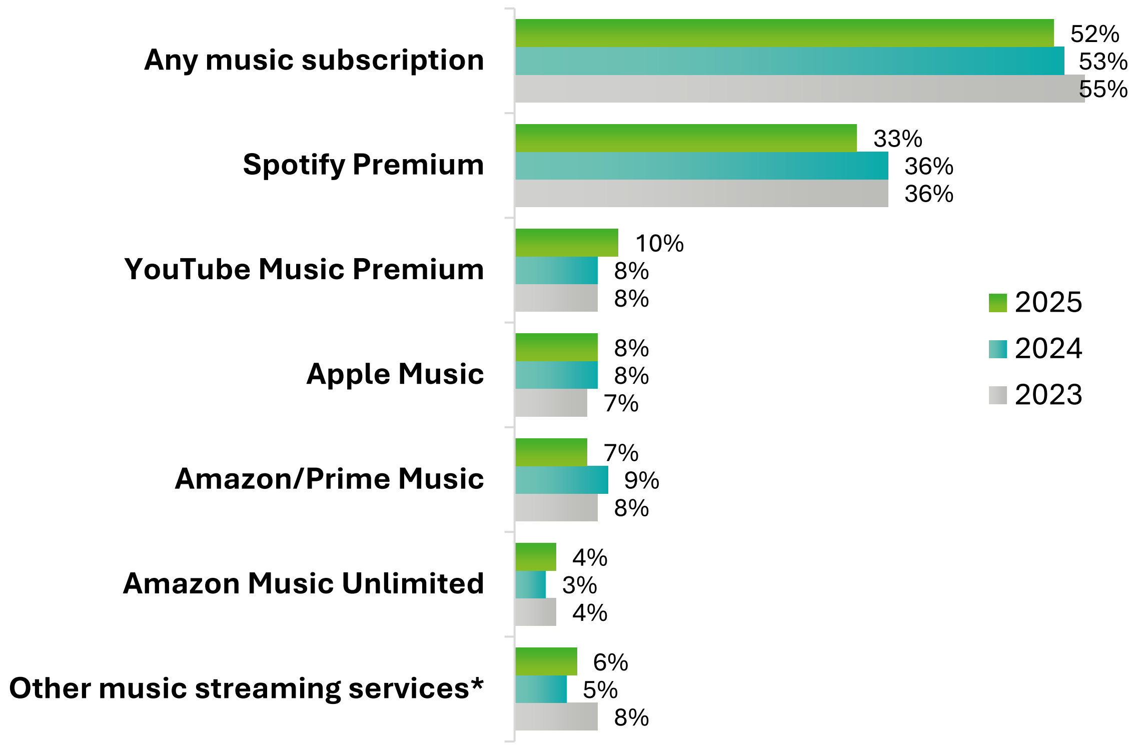
Question: Which, if any, of the following paid digital subscription services do you have access to? [SVOD and Music]; Thinking about paid services or subscriptions, which, if any, of the following do you have access to?

Weighted base: All respondents aged 18-75, 2024 (1,000), 2025 (1,000); Excludes "None of these", "Don't know"

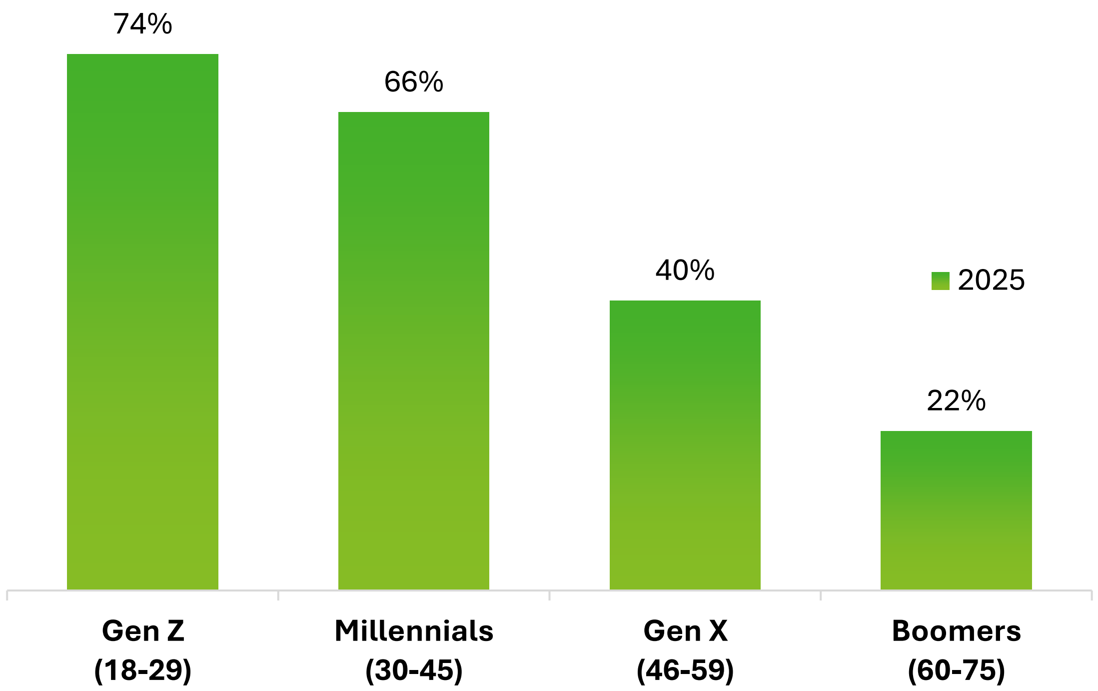
Source: Deloitte Digital Consumer Trends, Ireland, November 2025

Access to paid music subscriptions is steady. Among Gen Z, 74% have access to music subscriptions.

Access to a paid music subscription



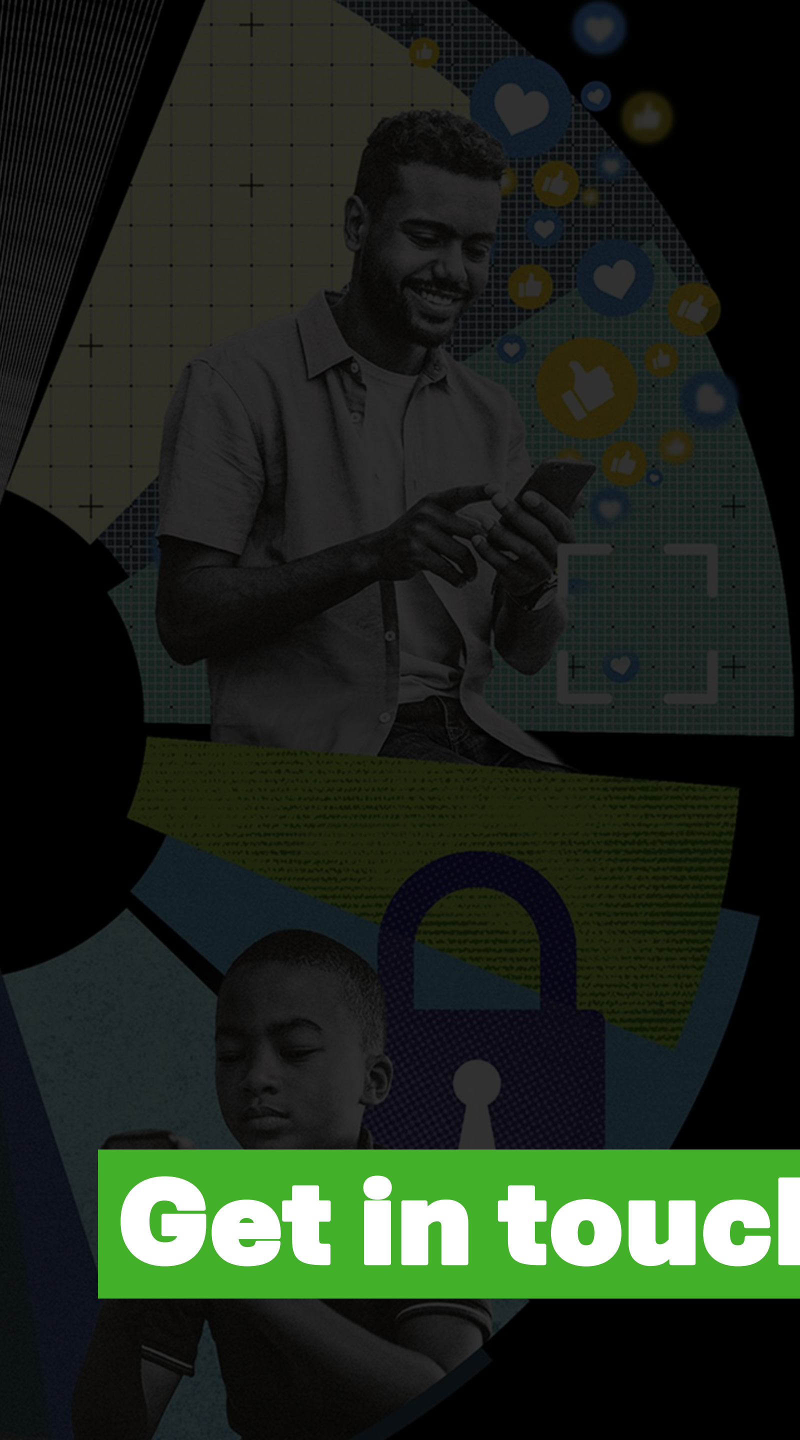
Any music subscription - among generations



Question: Which, if any, of the following paid digital subscription services do you have access to?* [Music]

Weighted base: All respondents aged 18-75, 2023 (1,000), 2024 (1,000), 2025 (1,000). Generations in 2025 : Gen Z (193), Millennials (340), Gen X (267), Baby Boomer (200). 'Other music streaming services' includes Soundcloud Go/Go+ and Deezer Premium

Source: Deloitte Digital Consumer Trends, Ireland, November 2025



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