

REPUBLIC OF IRELAND



4.7 million

Irish, English

Dublin

Euro (€)

SMARTPHONE PENETRATION



103%

SIM PENETRATION

CREDIT CARD PENETRATION



TRANSACTION TYPES

- Premium
- In-app purchases
- Subscriptions

PRE PAY VS POST PAY



PRICE POINTS

From €1.00 to €50.00

23% Local tax

MARKET SHARE



Vodafone (38%)



Three (35%)



Meteor (19%)

Regulator: Commission for Communications Regulation (ComReg)