



.IE Domain Profile Report 2020

Key facts

65,113
new .ie domains registered
(+29.8% vs 2019)

309,953
total .ie domains
(+10.3% vs 2019)



Insights

For the first time, **every county in Ireland recorded an increase** in .ie registrations.



2020 was the best year on record for new .ie domain registrations. There was a mass mobilisation of digital across every part of society and the economy in response to the pandemic.



7,003

.ie domains were registered in May alone, the largest monthly figure ever.

2020 top new .ie registration keywords

1
Ireland

2
Health

3
Dublin

4
Covid

5
Group

Pandemic and health keywords

New registrations 2020 vs 2019

"Mental health" or "counselling"



"Remote"



"Doctor" or "nurse"



"Mask" or "facemask"

