



.IE Domain Profile Report 2021: January–June

Key facts

33,815
new .ie domains registered
(+1.6% vs H1 2020)

324,074
total .ie domains
(+9.6% vs H1 2020)



Insights

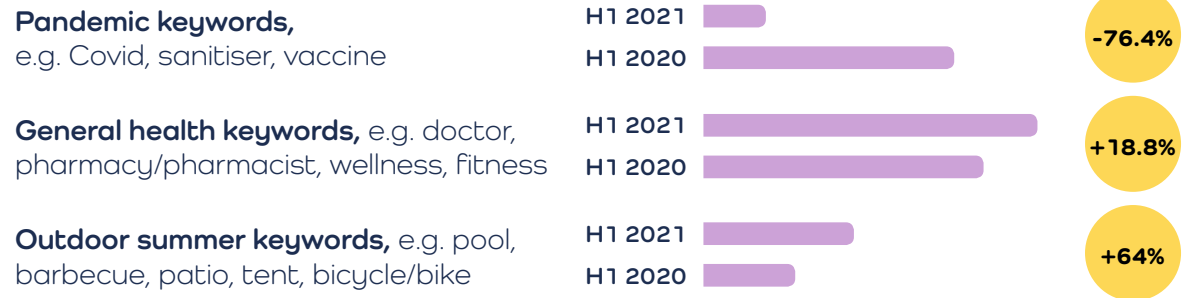
H1 2021 is the **best first half-year period on record**. SMEs continue to register new .ie domains as they adapt to consumer behaviours and preferences changed by the pandemic.

New .ie domain registrations increased by **34% year-on-year in Q1 2021**, the tough post-Christmas lockdown period that restricted in-store shopping to non-essential retail.

Longford, Kerry, and Laois recorded the largest year-on-year increases in new .ie domain registrations.

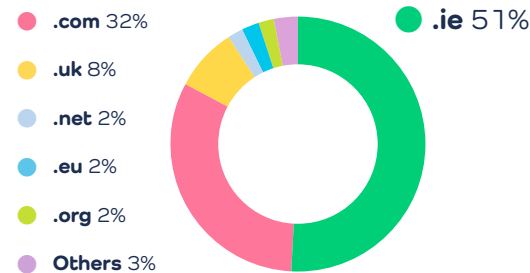
Pandemic-era keywords in new .ie domains

Registrations in H1 2021 vs H1 2020



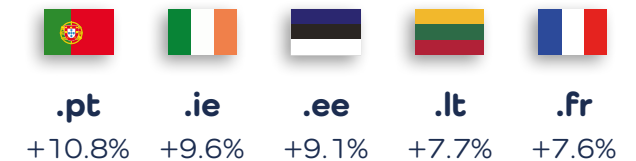
Market share of Ireland's hosted domains

(by top-level domain)



Source: HosterStats December 2020

Top 5 country code top-level European domain growth YoY



Source: CENTR June 2021