

Timeline of new .ie registrations January 2020–June 2021



In the .IE Domain Profile Report 2020, we noted trends in pandemic-era .ie domain registrations largely correlated with the Government’s lockdown restrictions. There are signs of this continuing. After a pre-Christmas drop-off relative to the rest of 2020, new .ie domain registrations picked up markedly in Q1 2021, peaking in March. This coincided with the Government’s post-Christmas lockdown, which compelled many offline SMEs to invest in their digital presence. While the announcement of business re-openings from April led to a gradual decline from the peak, new .ie domain registrations remain high. This suggests that despite the return of physical business, SMEs recognise that consumers want more digital choice and, in many cases, prefer e-commerce to in-store shopping.

