

Timeline of new .ie registrations in 2021

In the 2020 and H1 2021 .IE Domain Profile Reports, we showed that trends in new .ie domain registrations largely correlated with the national response to the pandemic, such as Government-ordered lockdowns and re-openings. Looking at 2021 in full, this again appears to be broadly the case. New .ie domain registrations surged throughout the winter as the country endured strict business and travel restrictions; SMEs adapted by building new websites and selling online. Registrations tapered off in the summer as the country reopened and the Government encouraged outdoor activities.

However, domain registrations and the pandemic appear to ‘decouple’ in August. Even as the Government continued to ease restrictions throughout the summer and autumn, .ie domain registrations increased again, reaching their highest level since March in September. This may suggest that most businesses have priced in the effects of the pandemic and are no longer simply ‘reacting’ to it. Rather, they are now operating ‘as normal’, in a way that is now conscious of growing consumer demand for digital convenience and experiences.

