ITALY 🇮🇹 VS 🇮🇪 IRELAND

Population: 49.8 m
GDP: 2.2 tn USD

Population: 4.6 m
GDP: 232.1 bn USD

Biggest defeat
1:7 against Hungary
(1924, friendly match, Budapest)

Italy ranks **fifth in Europe** in terms of online retail sales. **E-commerce grew by 17.5%** in 2014.

Biggest victory
9:0 against USA
(1948, Olympic Games, 1. round, Brentford)

Many Italian customers are **not confortable when paying online,** which is partly due to the **reliance on cash.** However, card-based and Cash-on-Delivery payments are decreasing, while Italians are beginning to use e-wallets, bank transfers and direct debit more when buying on their mobiles.

There are approximately **15 million digital buyers** in Italy, which account for 25% of the population, a lower rate than many European markets.

87% bank account penetration

36% credit card penetration

62% internet access

24.2 billion USD B2C e-commerce

In 1980, Italy hosted the first final (eight teams), but had to content themselves with fourth place after losing the match for third place against Czechoslovakia in a penalty shoot-out.

Some examples for alternative payment methods are real-time bank transfer method **MyBank** and prepaid cards **Postepay** and **CartaSi**.

Biggest victory
8:0 against Malta
(1983, Euro, group stages, Dublin)

As in many EURO and non-EURO countries, **SEPA direct debit** is widely used as an alternative to credit card payments.

95% bank account penetration

46% credit card penetration

PayPal is very popular in Ireland with 20% of people reporting using it in 2015.

The Irish made it to the quarter-finals of the 1964 European Championship, but were then defeated by Spain with 1:7 overall. The Spaniards then also won the comprehensive four-team final.

5.9 billion USD B2C e-commerce

79.7% internet access

Biggest defeat
0:7 against Brazil
(1982, friendly match, Uberlândia)

Ireland's annual growth rate is **15.2%,** which is **2% higher than the average for Western Europe**. Also a notable fact about Ireland is that it has one of the **highest spends per online shopper in Europe** – almost **3,300 USD**, placing it 4th in terms of eGDP in European e-commerce.

2.6 m shop online with **28%** of them doing so cross-border

ALL ABOUT FOOTBALL:

Number of UEFA EUROs, including 2016	**9**	**3**
UEFA EURO games played	**33**	**6**
victories	13	1
defeats	5	4
draws	15	1
UEFA EURO goals scored	**33**	**3**
UEFA EURO goals conceded	**25**	**11**

Share of e-commerce transactions:
71% card based, **25%** e-wallet, **2%** bank transfer, **1%** cash based, **1%** other