Is an ATM right for your business?

In an increasingly digital world, retailers across Ireland often ask: Is an ATM still a viable asset for my space? Whether you manage an FX business in Dublin's city centre, or a convenience store in Cork, understanding the current Irish cash landscape is vital.

At SMEB IAD, we believe in looking at the data rather than the myths. Let's dive into cash usage trends, security considerations, and the evolving needs of Irish consumers to help you decide if a SMEB IAD ATM partnership is right for you.

Cash Usage in Ireland: Resilient and Essential

The most common objection to ATMs is the "cashless society" narrative. While digital payments have surged, the idea that cash is dead doesn't hold up to the reality on Irish high streets.

After the sharp decline during the pandemic, cash usage has stabilised. Many Irish consumers still prefer physical currency for budgeting, privacy and daily transactions.

Research consistently shows that while mobile banking is popular, ATMs remain a primary banking touchpoint. In fact, proximity to an ATM is a key factor for Gen Z and Millennials, who often use cash for "night-out" budgeting or splitting bills in hospitality settings.

According to European Central Bank (ECB) data, a significant portion of the population still holds cash as a backup. In 2024, the average consumer still makes weekly cash payments, a trend that has remained steady over the last few years.

28%

of consumers will enter a store for the sole purpose of using an ATM.

Driving Footfall and Revenue

For Irish retailers and business owners an ATM isn't just a machine; it's a destination.

Data suggests that nearly 28% of consumers will enter a store for the sole purpose of using an ATM.

Once inside, the "internal circulation" of cash begins. Roughly 55% of ATM users go on to make a purchase in the same building. This is particularly effective for driving impulse buys and increasing the average basket value in convenience stores and forecourts.

Removing an ATM can actually hurt a business. Studies show that 35% of customers would visit a location less frequently if the ATM service was withdrawn.

Addressing Security

At SMEB IAD, we focus on mitigating these risks through Irish-specific expertise.

The Security Factor

Security is the top concern for Irish business owners. The SMEB IAD Solution: We utilise state-of-the-art enclosures and real-time monitoring. By partnering with SMEB IAD, the burden of security, maintenance, and cash-in-transit (CIT) logistics is handled by experts, not the business owner.

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ATMs remain a cornerstone of the Irish retail experience. By providing reliable access to cash, you aren't just offering a service, you are enhancing the customer experience and driving physical footfall into your development.

In a world where "local" matters more than ever, an ATM ensures your commercial space remains a vital part of the community's daily routine.

Is your business ready to become a destination for new customers?

Contact SMEB IAD today to discuss our bespoke ATM solutions.

Contact +353 (0) 83 147 6349 hello@smeb.co.uk **www.smeb-iad.com**

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