Press Release

01 September 2026

Almost 6 in 10 adults in Ireland expect to invest up to €250 a month in proposed Investment Accounts

Men plan to invest over three times more than women

Royal London Ireland CEO: "If the Government wants Irish households not just to save, but to thrive financially by investing in equity markets over the medium to long term, a well-thought-out PIA is a must"

Almost 6 in 10 (57%) adults in Ireland expect to invest up to €250 a month into the proposed Personal Investment Accounts (PIAs) (sometimes referred to as SIAs), if the Government goes ahead with its plans to launch these tax-efficient investment accounts. The research also found that men, on average, expect to invest more than three times as much as women at €893 a month compared to €240 (see *Table 1 in Appendix*).

A survey from Royal London Ireland, one of Ireland's leading life insurance and pensions companies, looked at how much people believe they would set aside in the proposed PIA, which is expected to be unveiled in the Budget later this year in a bid to encourage Irish savers to move some of the €170 billion[1] they hold on deposit into capital market investments. A key feature of the planned PIA is a flat rate tax which would only apply once the account exceeds a specific threshold, thereby making it more attractive for households to invest.

Commenting on the research, **Noel Freeley, CEO of Royal London Ireland,** said:

[1] €174.9bn exactly – as per CBI Money & Banking Statistics, June 2026

"*There is likely to be strong take-up of PIAs if these products are launched, with the vast majority of people expecting to invest a monthly amount into the account. More than 50% of people in Ireland expect to invest up to €250 a month into the proposed investment account.*

"82% of the people we asked said they expect to invest an equivalent annual amount of up to €24,000. So, if the Irish Government were to set up a reasonable tax-free threshold for these investment accounts, like the €25,000 annual allowance proposed by Insurance Ireland, it's clear from the research that the vast majority of individuals would benefit.

"This threshold would extend the benefit of the scheme and support more widespread participation in long-term investment across the country."

Royal London Ireland survey respondents were asked how much they would expect to invest in the proposed PIA:

- Almost six in ten (57%) adults in Ireland expect to invest up to €250 a month.
- Three in ten (29%) expect to invest up to €100 a month
- 28% believe they would invest between €100 and €250 a month.
- About one in seven (14%) expect to invest €250-€500 each month.
- Around one in seven (15%) said they don't expect to invest anything.
- At almost one in three (32%), those aged 65+ were the most likely to say they would invest nothing in a tax-efficient savings account.
- At less than one in ten (8%), Dublin residents were the least likely to say they'd invest nothing in PIAs. This compared to one in five (20%) residents of other Leinster counties, 18% of Munster residents and 17% of those living in Connacht and Ulster.

Mr Freeley said:

"The Government's proposed simple, tax-efficient investment account is long overdue. There is a compelling need to incentivise people in Ireland to move money from low-yield deposits into productive investments - and in doing so, to realise their full savings potential and to have a better opportunity to thrive financially."

The Gender Divide

- Men are at least twice as likely as women to invest sums of €500 or more a month.
- Almost one in ten (9%) men anticipate investing between €500 and €1000 a month into the proposed scheme, only 5% of women said the same.
- Around one in fourteen (7%) men expect to invest between €1000 and €2000 a month and this compared to 2% of women.
- While numbers are small, 4% of men, and 1% of women, expect to invest between €2000 and €5000 a month.
- Almost one in five women (18%) said they would not invest anything in a PIA but only 13% of men said the same.

Mr. Freeley went on to comment,

"The gender divide is stark. The average that men expect to invest monthly is more than three times that of women. In many cases, women in Ireland simply don't have as much to invest as their male counterparts. Wages in some of the job sectors traditionally dominated by women are often low. Women are three times as likely as men to work part-time[2]. In addition, mothers often take time out of the workforce - or move to shorter working weeks - to look after children.

"It is important that women have the same opportunity to benefit from the proposed investment accounts as their male counterparts. When launching the scheme, the Government will need to be mindful of the gender investment gap and to take steps to help bridge that gap, possibly through education which highlights the benefits of the scheme and by putting in place initiatives which will help to realise the full benefits of PIAs."

Mr Freeley concluded:

"If we look back to the Special Savings Incentive Accounts (SSIAs), the cross-class benefits of incentivised schemes are clear. Almost a third of the population[3] took up SSIAs at the time, with the scheme stimulating savings over varying income ranges and extensive take-up by low-income earners[4]. And today, if we look at our counterparts in Sweden and the UK, around 40% of their populations have the equivalent of PIAs, which is proof of the popular appeal of such schemes and their potential to have a positive societal and economic impact.

"Ireland has an opportunity to design a simple, modern investment account that is open to everyone and it's important that the Government grabs this opportunity and lives up to its promise. If the Government wants Irish households not just to save, but to thrive financially by investing in equity markets over the medium to long term, a well-thought-out PIA is a must."

- ENDS -

[2] Females, at 23%, are much more likely than males (7%) to work part-time - see 'Profile 7 - Employment, Occupations and Commuting' in Census 2022

[3] As per Census data, the population of the Republic of Ireland was 3.9m in April 2002

[4] As per Dáil questions 316, 317, dated 12 April 2005

Notes to editors

About Royal London Ireland:

Royal London Ireland has a history of protecting its policyholders and their families, and it is committed to continue to do so for a long time to come. Our heritage in Ireland is 190 years starting when the Caledonian Insurance Company's first office opened on York Street, Dublin 2 in 1834. Today, Royal London Ireland is owned by The Royal London Mutual Insurance Society Limited – the UK's largest mutual life insurance, pensions and investment company, and in the top 30 mutuals globally*, with assets under management of €228 billion, 8.5 million policies in force, and over 5,000 employees. Figures quoted are as at 31 December 2025.

Royal London Ireland's office is based at 47-49 St Stephen's Green, Dublin 2.

*Based on total 2022 premium income. ICMIF Global 500, 2024

Appendix

Survey conducted by iReach with 1,000 Irish adults nationwide in April 2026.

Table 1

Investing Each Month

How much would you expect to invest each month in a simple tax-efficient investment account?

Cell content: Column%		What gender are you?		Age						Region				SES	
	Total	Male	Female	18-24	25-34	35-44	45-54	55 - 64	65+	Dublin	Rest of Leinster	Munster	Connacht + Ulster	ABC1	C2DE
Sample Size	1000	489	511	110	185	209	175	176	145	295	234	283	188	573	427
Nothing	15%	13%	18%	9%	12%	11%	12%	17%	32%	8%	20%	18%	17%	9%	24%
Up to €100	29%	24%	33%	34%	29%	27%	27%	32%	23%	32%	33%	21%	29%	23%	36%
€100-€250	28%	28%	27%	29%	30%	29%	29%	25%	21%	27%	25%	25%	35%	32%	22%
€250-€500	14%	13%	14%	9%	19%	15%	12%	13%	10%	16%	14%	14%	9%	18%	8%
€500-€1000	7%	9%	5%	7%	0%	9%	11%	5%	8%	11%	5%	5%	5%	8%	4%
€1000-€2000	4%	7%	2%	5%	4%	5%	4%	5%	2%	3%	3%	9%	2%	5%	3%
€2000-€5000	2%	4%	1%	5%	4%	0%	3%	1%	1%	2%	0%	6%	0%	2%	2%
€5000-€10,000	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	0%	0%	2%	1%	0%
€10,001-€20,000	1%	2%	0%	0%	0%	2%	1%	1%	1%	2%	0%	1%	0%	1%	1%
More than €20,000	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%	0%
Average	559.0	892.8	239.6	504.2	357.8	634.8	641.9	575.4	628.1	607.4	334.0	870.1	294.1	660.8	422.6

Q: *How much would you expect to invest each month in a simple tax-efficient investment account? (Single Select, n=1000).* www.ireachhq.com 29

Table 2

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Cell content: Column%	Income							Savers vs Non-Savers	
	€20,000 and under	€20,001 to €40,000	€40,001 to €50,000	€50,001 to €75,000	€75,001 to €100,000	€100,001 to €200,000	€200,001+	Non-Savers	Savers
Sample Size	251	282	128	206	65	62	6	122	878
Nothing	29%	15%	13%	7%	5%	6%	0%	48%	11%
Up to €100	36%	34%	27%	24%	20%	5%	14%	28%	29%
€100-€250	21%	30%	26%	29%	20%	52%	0%	17%	29%
€250-€500	8%	11%	21%	17%	23%	11%	0%	2%	15%
€500-€1000	3%	3%	5%	12%	15%	12%	20%	4%	7%
€1000-€2000	1%	4%	5%	8%	3%	8%	0%	1%	5%
€2000-€5000	1%	0%	2%	3%	12%	4%	0%	0%	3%
€5000-€10,000	0%	1%	0%	0%	0%	0%	26%	0%	1%
€10,001-€20,000	1%	1%	2%	0%	0%	2%	20%	0%	1%
More than €20,000	0%	0%	0%	0%	2%	2%	21%	0%	0%
Average	251.5	403.3	551.0	436.3	1220.4	1275.8	10224.2	97.0	623.4

Table 3

Cell content: Column%	Marital Status				Children vs No Children		Urban or Rural	
	Single / Never Married	Married	Living as married/co-habiting	Widowed/divorced/separated	Children	No Children	Urban	Rural
Sample Size	292	530	95	74	602	398	733	267
Nothing	15%	13%	20%	25%	15%	16%	14%	20%
Up to €100	27%	29%	36%	29%	31%	25%	29%	28%
€100-€250	35%	25%	21%	24%	24%	33%	28%	26%
€250-€500	15%	14%	15%	7%	14%	13%	13%	16%
€500-€1000	5%	8%	5%	7%	8%	4%	7%	5%
€1000-€2000	1%	6%	1%	6%	4%	4%	5%	2%
€2000-€5000	2%	3%	0%	1%	3%	1%	3%	1%
€5000-€10,000	1%	0%	0%	2%	0%	1%	0%	1%
€10,001-€20,000	0%	1%	2%	0%	1%	1%	1%	0%
More than €20,000	0%	1%	0%	0%	1%	0%	0%	0%
Average	298.8	737.4	479.3	391.0	604.6	490.1	585.4	486.8