

Beer in Ireland

Market Direction | 2022-07-07 | 35 pages | Euromonitor

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Report description:

Beer saw another weak year in 2021 with volume sales declining marginally as the on-trade continued to struggle from pandemic restrictions. Social distancing rules, vaccine passports and facemasks were compulsory in on-trade until December 2021, negatively impacting the numbers of guests and the drinking experience in pubs. Nevertheless, on-trade volumes did see an improvement compared to the dramatic drop in 2020 levels, when horeca establishments were largely forced to close. When consumers ha...

Euromonitor International's Beer in Ireland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beer market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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