

Spirits in Ireland

Market Direction | 2024-06-19 | 34 pages | Euromonitor

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Report description:

Spirits achieved marginal volume growth in Ireland in 2023. While off-trade sales saw a sub-decimal volume decline, this was balanced by small positive growth in on-trade sales. This is supported by mixology trends, alongside the fact that cocktails (and "mocktails") are becoming more popular as drinks to accompany dinner (as opposed to the more traditional wine). Vodka and tequila (and mezcal) are cited as attracting growing attention in this sense. Whilst not seeing the best performance in spi...

Euromonitor International's Spirits 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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SPIRITS IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits achieve marginal growth thanks to mixology trends

Diageo maintains its lead thanks to success of Smirnoff brand and its extensive portfolio

Non-alcoholic spirits is the next big thing, as supported by "mocktails" trend

PROSPECTS AND OPPORTUNITIES

Marginal positive growth expected to continue, as category adapts to changing environment

Opportunities and challenges ahead for different subcategories

A growing number of brands expected in non-alcoholic spirits

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Vodka, gin, other blended Scotch whisky, dark rum, and white rum price band methodology

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