

## **Other Hot Drinks in Ireland**

Market Direction | 2024-11-25 | 24 pages | Euromonitor

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### **Report description:**

Other hot drinks is in a small retail volume slump in Ireland in 2024, while value fares better due to high prices. Chocolate-based flavoured powder drinks is the largest subcategory, although a volume slump is still seen here. This subcategory is facing some challenges due to such products' high sugar content bucking health and wellness trends, especially as chocolate-based flavoured powder drinks are preferred by children and parents are becoming increasingly aware of and cautious about their...

Euromonitor International's Other Hot Drinks 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: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Other Hot Drinks 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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##### 2024 DEVELOPMENTS

Chocolate-based flavoured powder drinks remains a large category, although facing challenges

Younger generations embrace other plant-based hot drinks but show a lack of interest in malt-based hot drinks

Foodservice sales benefit from rising cafe culture and increasingly sophisticated offerings

##### PROSPECTS AND OPPORTUNITIES

Convenience and new flavours set to support sales, while health and wellness trends will remain key

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