

## Beer - Ireland - June 2016

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“We find that Irish consumers are becoming more driven towards unique, value-added beers and furthermore, are willing to pay a premium for this luxury. The rise in craft beers, which is set to continue in the years to come, has massively boosted this trend with Irish consumers perhaps shifting away from their traditional pint and more towards the latest innovation in beer.”

– Emma McGeown, Research Analyst

## This report looks at the following areas:

- How is the market expected to perform in 2016?
- What are the most popular beers and ciders on the Irish market?
- Where are consumers drinking?
- What types of innovation are consumers interested in?

Irish consumers still show a strong preference towards traditional lager with this beer being the most popular, but craft beer also has ROI and NI consumers drinking this type in the last three months.

Value-added innovation is still a key interest among Irish consumers with over a third interested in beer aged in an oak barrel, however, it is also not enough for beer brands to market themselves as ‘premium’ if they are not willing to boost the quality. Although Irish consumers are seeking pricier beers and are willing to pay a premium for these, beer drinkers will only justify the added expense if the quality is noticeably higher in comparison to cheaper equivalents.

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Figure 130: If consumers prefer draught beers or those served in a bottle, by demographics, RoI, April 2016

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