

# Beer - Ireland - April 2013

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## This report looks at the following areas:

- What effect will government changes in legislation have on the Irish beer market looking forward?
- How has the size of the beer industry changed in Ireland?
- Where are Irish consumers drinking beer, and why?
- What are the current innovations in the beer category?
- What is the aging population's effect on the Irish beer market?

The harsh economic climate continues to take its toll on the Irish beer market, and with consumers becoming ever more price-sensitive it is imperative that the beer industry in Ireland portrays its importance to consumers and the economy through an increased sense of value, quality, and purpose.

In terms of the on-trade and off-trade, those providing on-trade services will need to focus efforts on bringing consumers back through improving the consumer experience, whilst the off-trade must find a wider sense of appeal as its cost leadership over the on-trade may not last much longer.

With no end in sight to the battle between the on-trade and off-trade, this report examines the driving factors behind the current trends in the market, whilst highlighting Irish consumers' usage of and attitudes towards beer.

This report will examine the sale and consumption of beer throughout the Island of Ireland in both the on-trade and off-trade. On-trade refers to any licensed premise that permits the sale and consumption of alcohol within these premises. Off-trade refers to any licensed retailer, including supermarkets, that sells alcohol for off-site consumption.



"The Irish beer market has struggled through some trying times since the onset of the economic downturn, with the Irish on-trade bearing the brunt of the hardship. However, with a booming off-trade and growth of the craft beer segment, coupled with the possibility of government legislation working in the industry's favour, 2013 may signal the period in which the declines begin to ease."

– **Martin McCloskey,**  
Research Analyst

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