



# Beer - Ireland - June 2014

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## This report looks at the following areas:

- What impact has craft beer had on the Irish beer market?
- How can beer brands attract more female drinkers?
- What bearing does packaging have on a consumer's choice of beer?
- What role does foodservice play in boosting usage of beer in Ireland?
- What impact do lower levels of disposable income have on consumers when choosing to drink beer?

Beer usage in Ireland continues to face an uphill struggle, with usage – particularly outside of the home – suffering as constraints on consumer finances continue to be an issue. However growth is coming from the craft beer segment of the market.

Further to this, strong product innovation within the market is helping to drive usage of flavoured beers – helping to drive usage of beer products among Irish women.



“The Irish beer market continues to struggle in 2014, with volume and value sales in the on-trade continuing to decline, as consumers drink at home more. The market has however experienced a strong level of innovation in terms of flavour, packaging and new product launches by craft brewers, helping to widen the potential target market for beer.”

– Brian O’Connor, Production Manager

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