

Cider – Ireland – February 2014

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This report looks at the following areas:

- Is cider still viewed as a seasonal drink by Irish consumers?
- What impact does tax have on cider and consumer purchasing habits?
- What types of cider are the most popular?
- What impact will lower consumer spending power have on cider usage?

The cider market in Ireland has had mixed fortunes between 2009 and 2014, with the economic downturn seeing some consumers shying away from drinking cider in the high value on-trade market, which has helped to spur on the trend towards in-home drinking, which in turn has improved volume sales.

Looking forward, the market is likely to see growth as the economy recovers, and new flavour innovations help to stimulate the market and keep consumers interested. NI consumers in particular are strong cider users, and receptive to new varieties and flavours of cider.



“The cider market in Ireland has endured the same issues as the larger alcohol industry, with dwindling value sales in the on-trade as consumers increasingly drink at home. Cider reaps both the advantages and disadvantages of being seen as a summer drink, but the same association sees usage decrease during the winter months.”

– Brian O’Connor, Production Manager

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