

## Spirits - Ireland - February 2015

Report Price: £1095.00 | \$1773.30 | €1390.99

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“While high taxation and the looming threat of minimum alcohol pricing makes drinking spirits a costly endeavour in Ireland, growing consumer confidence might help to see the spirits market recover somewhat in 2015.”  
– Brian O’Connor, Production Manager

### This report looks at the following areas:

- What types of spirits do Irish consumers drink the most?
- What makes a spirit brand premium in the eyes of consumers?
- What characteristics do consumers attach to particular types of spirits?
- What impact will the aging population have on spirit usage?
- What impact will the freezing of spirits duty/excise in NI and RoI have on the value of the spirits market?

Increasing levels of excise on spirits sold in RoI have seen the total value of sales within the region decline, and help to lower overall usage of spirits. The announcement in October 2014 that excise on alcohol for RoI would not increase, is expected to give the market some breathing space.

Moving forward, with consumers aged 55+ set to account for a larger sector of the market, the higher level of spirit drinkers in these age groups (compared to other types of alcohol) may help to boost the overall volume and value of the spirits sector in both NI and RoI.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The facts

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What impact will the aging population have on spirit usage?

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