

## Hot Drinks - Ireland - August 2018

Report Price: £1095.00 | \$1478.58 | €1232.31

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“Between declining consumers prices and increased out-of-home drinking, the hot drinks market in RoI has seen its value decline, while in NI increased consumer prices have seen value sales increase slightly. Moving forward a key challenge for hot drink brands will be creating the ‘barista’ experience at home.”

– **Brian O’Connor, Senior Consumer Analyst**

This report looks at the following areas:

The main types of coffee included in this Report are:

- Standard instant (eg Nescafé, Kenco)
- Ground
- Instant cappuccino/latte/mocha
- Whole bean/micro-ground (eg Nescafé Azera, Kenco Millicano)
- Decaffeinated coffee
- Coffee pods/capsules (eg Nespresso, Dolce Gusto, Tassimo)
- Coffee beans
- Chilled ready to drink coffee (eg Starbucks Frappuccino).

The main types of tea included in this Report are:

- Standard black tea bags (eg Barry’s, Lyons, Tetley)
- Decaffeinated tea
- Loose leaf tea
- Speciality tea (eg Earl Grey, Lapsang Souchong)
- Herbal tea (including green tea, floral, and fruit infusions).

Standard black tea and instant coffee remain the top hot drinks used by Irish consumers at home. However, increased concerns with ethics and the environment will see consumers more likely to demand hot drinks sourced using environmentally friendly and ethical farming practises, and a reduction in the use of plastic in packaging and tea bags.

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