

Beer & Cider - Ireland - June 2019

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“The beer market in Ireland is robust with 2019 getting off to a strong start in terms of sales, this is despite concerns over consumer confidence. Craft beer witnessed another year of exceptional growth in 2018, however we could see this dip as the consumer desire to lead a healthier lifestyle has driven some to reduce or limit alcohol intake.”

– **Emma McGeown, Research Analyst**

This report looks at the following areas:

Beer sales continued to witness growth in 2018 with 2019 looking consistent, particularly for lager and ale. Changes in drinking habits, however, are showing a rise in the consumption of non-/low-alcoholic beer resulting in new product development increasing.

Moreover, the popularity of craft beer is still apparent, with leading Irish craft brands experiencing growth in 2019 while major supermarkets and discounters have continued to expand their range to cater to consumers wishing to explore craft varieties.

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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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