

Beer & Cider - Ireland - July 2017

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“Despite the increase in consumer beer prices and uncertainty around the Brexit – Irish beer and cider sales have performed well, with consumers being driven to spend more on value-added drinks such as oak-aged beers and ciders, or flavoured craft brews.”

Brian O’Connor, Senior Consumer Analyst

This report looks at the following areas:

- Duty excise increase sees consumers paying more for a pint
- Fewer visitors from GB impacting RoI pubs
- Irish consumers more likely to 'pre-load' than UK

This Report will examine the sale and consumption of beer throughout the IoI (island of Ireland) in both the on-trade and off-trade. On-trade refers to any licensed premise that permits the sale and consumption of alcohol within these premises. Off-trade refers to any licensed retailer, including supermarkets, that sell alcohol for off-site consumption.

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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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