

Attitudes towards In-home Drinking - Ireland - 2021

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This report looks at the following areas:

- The impact of COVID-19 on drinking habits and how it has increased in-home drinking.
- The types of drinks consumers have when drinking at home.
- How often consumers drink at home.
- Where consumers typically buy alcohol for in-home use, and the role of online channels in this.
- Factors that would encourage consumers to buy more of their drinks online.
- How will the end of COVID-19 impact drinking habits – will consumers return to the on-trade?

COVID-19 has continued to drive in-home drinking with six in 10 Irish consumers noting they drink once per week or more often at home. The pandemic has also encouraged more experimentation with new drinks brands as well as own-label alcohol.

While consumers show a strong desire to resume normal drinking habits at on-trade establishments, growing concerns relating to the Delta variant of COVID-19 are seeing many Irish consumers worry about their exposure to the virus, and will likely drive further in-home drinking trends.



“With vaccinations continuing in Ireland, the desire among Irish consumers to drink more at pubs and bars is increasing. However, concerns related to the spread of the Delta variant of COVID-19 may see many consumers prefer to spend more of their leisure time at home for the remainder of 2021.”

- Brian O’Connor, Senior Consumer Analyst

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- Price and postage costs key considerations for online alcohol purchasing

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