

Whiskey and Dark Rum - Ireland - February 2016

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“Improving consumer confidence and the influx of tourism to NI and ROI has helped to boost the overall alcohol industry in Ireland during 2015 – including the whiskey and rum markets. Moving forward into 2016, if economic improvement continues it will see the value sales of whiskey and rum continue – as more drinkers embrace these types of spirits.”

– Brian O'Connor, Senior Consumer Analyst

This report looks at the following areas:

- Preference for Irish whiskeys
- Whiskey and rum occasions
- Home-brewed whiskeys preferred by Irish consumers

The whiskey and dark rum sectors in Ireland have enjoyed an increased level of usage – particularly among younger consumers and Irish women, as many top brands make greater efforts to broaden their appeal.

Moving forward, with consumers still somewhat more likely to drink at home, this will make targeting consumers via the off-trade key to growing the overall revenue levels of the whiskey and dark rums industry.

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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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