

Vodka and Gin - Ireland - February 2018

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“Irish consumers are most likely to drink vodka and gin at a pub or bar or whilst they are on holiday. Moreover, as visiting a pub or bar is one of the most popular activities Irish consumers take part in when taking a trip, and with the number of domestic and overseas visitors to the island of Ireland increasing, this provides significant growth opportunities for vodka and gin brands in the on-trade.”

– James Wilson, Research Analyst

This report looks at the following areas:

- Spirit prices rising in the UK/NI
- Health trend sees consumers drinking less overall, but gin category grows
- Public Health (Alcohol) Bill nears implementation in RoI
- Personal finances improve in RoI, NI consumers remain financially insecure

Although sales of vodka and gin are expected to grow between 2017 and 2018, the majority of Irish consumers have not drunk white spirits in the last six months. Of the consumers who have drunk white spirits, vodka remains the white spirit of choice among Irish consumers despite the resurgence of gin in recent years. Irish consumers note that they are most likely to drink vodka, along with gin and white rum, with a mixer. Unflavoured white spirits are preferred to flavoured variants, indicating that these products hold the greatest potential for brands in attracting consumers to the category.

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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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