

## Beer & Cider - Ireland - June 2018

Report Price: £1095.00 | \$1478.58 | €1232.31

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*“2017 saw the value sales of beer and cider increase on the back of improving consumer confidence in RoI. Moving forward into 2018 and beyond, premiumisation continues to drive the market, with craft being the key contributor.”*

**– Brian O’Connor, Senior Consumer Analyst**

This report looks at the following areas:

- **The sale and consumption of beer throughout the IoI (island of Ireland) in both the on-trade and off-trade.**

Increasingly, Irish consumers are looking for more unique and different flavour profiles from the beers and ciders they drink, to the benefit of craft breweries, which are able to offer something a little different from the standard lagers and apple ciders – but at a premium price. However, moving forward, with Brexit still creating unease on both sides of the border, it will become more difficult for beer and cider brands to encourage consumers to spend more per drink.

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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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