

Cider/Perry in Ireland

June 2024

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Cider/Perry in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cider/perry slumps, although on-trade cider sales remain fairly resilient
Bulmers maintains its lead thanks to local production and sustainability efforts
Non-alcoholic cider: limited so far, but starting to attract attention

PROSPECTS AND OPPORTUNITIES

An overall positive outlook expected for cider, thanks to its traditional heritage in Ireland
Premiumisation, craft options, and sustainability incentives will help to drive sales
Enhanced flavour profiles could help fend off competition from RTDs

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Alcoholic Drinks in Ireland - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
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