



Euromonitor
International

Spirits in Ireland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Irish whiskey thrives while sales of vodka decline and tequila surges in popularity
Diageo Ireland Ltd retains its lead while Irish whiskey Bushmills gains ground
Convenience and a wide variety of spirits sees supermarkets leading off-trade distribution

PROSPECTS AND OPPORTUNITIES

Health trends and indulgence are set to shape the future of spirits in Ireland
Minimum pricing legislation is set to limit private label growth in spirits
Irish whiskey is set to maintain its strong position amid evolving consumer tastes

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Ireland - Industry Overview

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2024 key trends
Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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