



Euromonitor  
International

# Beer in Ireland

June 2025

Table of Contents

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Non/low alcohol beer drives growth as consumers note its flavour closely matches traditional beer

Diageo Ireland Ltd and Heineken Ireland Ltd focus on their non- alcoholic variants

Supermarkets lose share to discounters as consumers seek affordability

### PROSPECTS AND OPPORTUNITIES

Economic pressures and rising health consciousness is set to challenge volume sales

The on-trade is expected to lose sales as smaller, local establishments close

Non-alcoholic beer is expected to be the fastest-growing category

### CATEGORY BACKGROUND

Lager price band methodology

Summary 1 - Lager by Price Band 2024

### CATEGORY DATA

Table 1 - Sales of Beer by Category: Total Volume 2019-2024

Table 2 - Sales of Beer by Category: Total Value 2019-2024

Table 3 - Sales of Beer by Category: % Total Volume Growth 2019-2024

Table 4 - Sales of Beer by Category: % Total Value Growth 2019-2024

Table 5 - Sales of Beer by Off-trade vs On-trade: Volume 2019-2024

Table 6 - Sales of Beer by Off-trade vs On-trade: Value 2019-2024

Table 7 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 8 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024

Table 9 - Sales of Beer by Craft vs Standard 2019-2024

Table 10 - GBO Company Shares of Beer: % Total Volume 2020-2024

Table 11 - NBO Company Shares of Beer: % Total Volume 2020-2024

Table 12 - LBN Brand Shares of Beer: % Total Volume 2021-2024

Table 13 - Forecast Sales of Beer by Category: Total Volume 2024-2029

Table 14 - Forecast Sales of Beer by Category: Total Value 2024-2029

Table 15 - Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029

Table 16 - Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

## Alcoholic Drinks in Ireland - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture

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

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

## MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

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## SOURCES

Summary 2 - Research Sources

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