



Euromonitor
International

Hot Drinks in Ireland

November 2024

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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2024 DEVELOPMENTS

- Premiumisation trend continues in coffee, despite recent inflationary pressures
- Key players invest in the category
- Sustainability remains at the forefront of developments

PROSPECTS AND OPPORTUNITIES

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There is a rising focus on sustainability in tea

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Other Hot Drinks in Ireland

KEY DATA FINDINGS

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Younger generations embrace other plant-based hot drinks but show a lack of interest in malt-based hot drinks

Foodservice sales benefit from rising café culture and increasingly sophisticated offerings

PROSPECTS AND OPPORTUNITIES

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