



Euromonitor  
International

# Cider/Perry in Ireland

June 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Cider/perry sales struggle amid seasonal challenges and rising competition from RTDs

Bulmers Ltd retains its lead amid rising competition and local innovation

Cider maintains a strong presence in supermarkets, while the on-trade outperforms off-trade

### PROSPECTS AND OPPORTUNITIES

Cider/perry set to face competition, however, sales will be supported by global brands and local craft producers

Sustainability and heritage are set to drive sales of cider over the forecast period

Flavour variants are expected to offer growth opportunities for cider/perry brands

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