



Euromonitor
International

Rtds in Ireland

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs grows as consumers seek convenience, value, and cocktail alternatives

Irish Distillers Ltd lead as Jameson and West Coast Cooler drive growth amidst strong competition

Supermarkets lead off-trade sales, while discounters and specialist retailers increase their share

PROSPECTS AND OPPORTUNITIES

RTD sales are expected to grow despite market maturity and shifting consumption patterns

Government policies are set to influence RTD consumption across the forecast period

Innovation and local flavours are set to drive growth in RTDs

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Retail developments

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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DISCLAIMER

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