



Euromonitor
International

Beer in Ireland

June 2025

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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

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DISCLAIMER

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