Innovations in Beer - Ireland - June 2015

Report Price: £1095.00 | $1773.30 | €1390.99

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"The Irish beer market appears to have had a good year, with reported growth in 2014, however, the Irish market is not out of the woods just yet, with total sales expected to see a slight decrease in 2015. With increased innovation in the beer market, and in particular craft beer, this is expected to fuel future growth for this industry."
– Emma McGeown, Research Analyst

This report looks at the following areas:

- What impact has craft beer had on the Irish beer market?
- Is in-home consumption of beer taking over from out-of-home drinking?
- What are Irish consumers' preferences when choosing a beer?
- Is the rise in consumer confidence benefiting the Irish beer market?

With the IoI economy showing signs of higher levels of growth, and with consumer confidence on the rise, Mintel expects that this will filter down to Irish consumers' spending habits – benefiting the Irish beer market.
Indeed, on-trade beer sales were on the rise in 2014 and are forecast to continue an uphill trend in the coming year, increasing beer consumption out of home at the expense of in-home drinking.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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