

Rtds in Ireland

<https://marketpublishers.com/r/R53BACB09BDDEN.html>

Date: June 2024

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: R53BACB09BDDEN

Abstracts

Despite the rise of RTDs as a competitive category in alcoholic drinks, volume sales in RTDs in Ireland slumped in 2023. This is attributed to the normalisation effect following the atypical spikes and crashes seen in sales through the pandemic era and the following reopening of society. Specifically for RTDs, such products depend strongly on off-trade sales, due to their very nature of being ready-mixed drinks. Therefore, the reopening of foodservice meant lower volumes of sales overall, as con...

Euromonitor International's RTDs in Ireland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the RTDs market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Rtds in Ireland
Euromonitor International
June 2024

LIST OF CONTENTS AND TABLES

RTDS IN IRELAND
KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales in RTDs slump due to direct competition from freshly-mixed cocktails in licensed venues

Will RTDs rediscover their niche after their era of fame?

West Coast Cooler and WKD maintain their top places

PROSPECTS AND OPPORTUNITIES

Sales expected to return to positive figures

Government interventions in the alcohol industry will shape future developments

New product developments will drive the way forward for RTDs

CATEGORY DATA

Table 1 Sales of RTDs by Category: Total Volume 2018-2023

Table 2 Sales of RTDs by Category: Total Value 2018-2023

Table 3 Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 4 Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 5 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 GBO Company Shares of RTDs: % Total Volume 2019-2023

Table 10 NBO Company Shares of RTDs: % Total Volume 2019-2023

Table 11 LBN Brand Shares of RTDs: % Total Volume 2020-2023

Table 12 Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 13 Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 14 Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 15 Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

ALCOHOLIC DRINKS IN IRELAND

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 18 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 25 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 26 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 27 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 28 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 30 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 Research Sources

I would like to order

Product name: Rtds in Ireland

Product link: <https://marketpublishers.com/r/R53BACB09BDDEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R53BACB09BDDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970