



# Irish Beer Market Report 2024



[drinksireland.ie/beer](https://drinksireland.ie/beer)



A proud drinks industry at the heart of the Irish economy.

# Pride of Place

## Policies for growth, at a time of great challenge

At a time of unprecedented geopolitical and economic instability, the Irish drinks industry has shown its resilience in standing strong in the face of these challenges. We are proud of the communities we support in every town and city in the land, as well as the support we give to farmers and growers whose grain, milk and apples we buy. We are proud too of our world-leading brands, which help put Ireland on the map.

And we are proud of the role we have played, and continue to play, in supporting moderation, as Ireland's attitude to alcohol changes and matures. Per capita alcohol consumption in Ireland has fallen 34% over the last 23 years.

Our place is at the heart of Irish communities – rural and urban, North and South. Our place is beyond Ireland too – our sector exports to over 120 countries globally, with exports valued at €2.1 billion in 2024, despite significant economic headwinds. For many throughout the world, our drinks are synonymous with this country and the great food, drinks, hospitality and conviviality we have to offer. As a new global trading order emerges, it is vital that this connection is maintained through export supports, restoration of tariff-free trading and the right regulation for our operations at home.

Our policies are practical, balanced and considered and will support, in turn, a critical Irish industry.

## Key Pillars



### GROWING THE RURAL ECONOMY

10,000 people directly employed by the sector and 170,000 employees supported by hospitality jobs throughout Ireland.



### DRIVING EXPORTS

Drinks exports were worth €2.1 in billion 2024 and are shipped to over 120 markets around the world.



### INSPIRING INNOVATION

Ireland produces hundreds of drinks brands and new innovations like zero alcohol beer and spirits provide consumers with unprecedented choice.



### PROMOTING RESPONSIBILITY

An industry committed to promoting moderation. Consumption in Ireland has decreased by 34% in the last 23 years.



### EMBRACING SUSTAINABILITY

The industry is committed to mitigating carbon emissions and are leading on the sustainability agenda.



### SUPPORTING THE EXPERIENCE ECONOMY

Irish Drinks industry is at the heart of the experience economy, with visitor centres welcoming 2.4 million visitors a year.

### Continuing to grow with support:

- Restoration of tariff-free trading with the USA and progress an EU-India trade deal.
- Increased export supports to assist in market development and diversification across established and emerging markets.
- Focus on competitiveness and reduced regulatory burden at national and EU level.
- Evidence-based policy development with a whole-of-society approach to engagement with industry.
- A practical regulatory environment that supports innovation and right to responsible promotion.
- Alignment of excise duty rates on drinks products to European average.

# Here's to beer – Ireland's favourite alcohol beverage

Drinks Ireland's Annual Beer Market Report for 2024 found that production levels increased, following a previous stabilisation seen in 2023. Higher production was aided by additional brewing capacity coming onstream, growing non-alcohol beer demand and increased exports.

While overall beer sales saw a slight decline, the standout trend is the remarkable 25% growth in sales of non-alcohol (0.0%) beer. This surge reflects a clear and growing consumer appetite for products that are supporting moderation, transforming drinking habits and encouraging a culture of responsible consumption.

According to Revenue data, total beer sales in Ireland declined by 1.6% in 2024 – the second consecutive year of decline – after a strong rebound in 2022. Per capita consumption also fell by nearly 3%, aligning with the long-term downward trend in alcohol consumption, which has dropped by 34% over the past 23 years. This change reflects a broader shift towards balanced consumption and moderation among Irish consumers, with younger individuals driving this trend.

Encouragingly, domestic beer production rose by almost 11%. This recovery is welcome, given the regulatory and economic pressures facing the industry. Notably, the production of 0.0% beer again grew substantially, by over 77% in 2024, as producers responded to strong consumer demand through investment in brewing capacity, innovation, and new product development.

Beer remains Ireland's most popular alcohol beverage, with a 43.3% share of the drinks market in 2024 – a gain of nearly 1% on 2023, when the category experienced a 1.4% dip.

The Irish beer market report shows that sales in the on-trade category which encompasses pubs, restaurants, and hotels remain dominant at 63.7% of all sales. This is on par with the year earlier figures.

Lager is still the dominant beer category in the Irish market despite decreasing slightly to 57.2% of the market. In 2024, stout saw its market share continue to grow by almost 1% to 35.9%. Ale's market share fell by 10% to 4.4%.

Non-alcohol beer continued its exceptional growth, now accounting for more than 2.5% of the market – a 150% increase in market share over five years. This sustained growth in the 0.0% segment marks one of the most significant innovations in the Irish drinks industry in decades. These products offer a real alternative for consumers looking to moderate. There is a clear demand for these products from adult consumers. More than half of Irish adults (56%) agree that availability and advertising of 0.0% products is encouraging more responsible consumption.

There is evidently a growing acceptance and appreciation for non-alcohol products, which are transforming drinking habits and fostering a culture of responsible consumption. One in four adults now considers choosing a 0.0% product, with brand familiarity playing a major role in trial and uptake.

In 2024, Irish beer exports grew by 3.8% to €330 million, building on the recovery of beer exports since 2022. Exports to the United Kingdom account for almost 50% of total exports followed by exports to the United States (14.2%), France (10%) and Germany and Canada (both at 4.8%).

However, the international environment remains challenging. Exports to the United States – Ireland's second-largest market – now face a 15% tariff, a weaker dollar, and ongoing trade uncertainty. This presents a challenging environment for all exporters. Drinks Ireland | Beer supports the Government and European Commission's continued push for the removal of these new tariffs and a return to zero-for-zero tariff trading. Additionally, beer cans are now faced with a further steel/aluminium linked tariff which needs to be removed. In the face of these export challenges, we emphasise the importance of increased Government investment through state agencies such as Bord Bia and Enterprise Ireland to support market development and diversification.

In 2024, Ireland continued to have the second highest rate of excise tax on alcohol when compared to the other 26 EU member states and the United Kingdom. In the past decade, the Irish beer sector has contributed over €4.4 billion in excise receipts. On every pint of lager, 55 cents in excise go to the exchequer, and when excise and VAT are combined, €1.70 of every pint is paid to Revenue. The drinks industry is a substantial economic asset, playing a crucial role in job creation and supporting both rural and urban local economies. It is an Irish success story that needs to be protected. As a key economic contributor and global success story, the Irish beer industry deserves strong policy support. Drinks Ireland | Beer is once again calling on Government to begin reducing Ireland's excise rates to align with EU norms.

The Irish drinks industry continues to be resilient, adaptable, and innovative. In the face of ongoing market and policy changes, Drinks Ireland | Beer will continue to support our members in the future growth of the drinks sector, both nationally and internationally.



**The beer industry is an Irish success story that needs to be protected.**



**Cormac Healy**  
Director of Drinks Ireland



**Jennifer Wallace**  
Director of Drinks Ireland | Beer

## Beer market highlights

| Total production (1000HL) |       |              |
|---------------------------|-------|--------------|
| 2024                      | 2023  | % Difference |
| 9,074                     | 8,198 | +10.7%       |

Source: Drinks Ireland Beer Members

| Total employment |      |              |
|------------------|------|--------------|
| 2024             | 2023 | % Difference |
| 982              | 950  | +3.4%        |

Source: Drinks Ireland Beer Members

| Total consumption (1000HL) |       |              |
|----------------------------|-------|--------------|
| 2024                       | 2023  | % Difference |
| 3,987                      | 4,052 | -1.6%        |

Source: Revenue

| Per capita consumption |      |              |
|------------------------|------|--------------|
| 2024                   | 2023 | % Difference |
| 67.0                   | 69.0 | -2.98%       |

Source: Calculation based on consumption at 5% ABV (pan-European benchmark) and CSO population figure of Census 2023 and April 2024

| Export value |       |              |
|--------------|-------|--------------|
| 2024         | 2023  | % Difference |
| €330m        | €318m | 3.8%         |

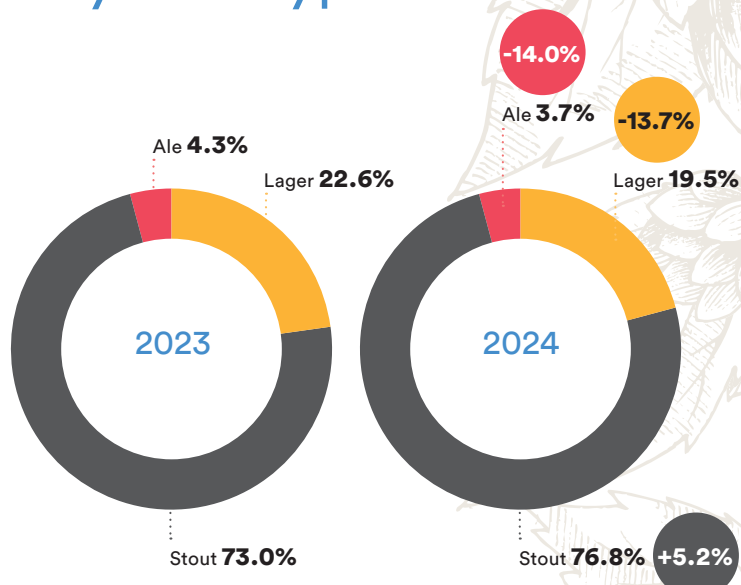
Source: Eurostat

## Export destinations

| Rank | Country        | €     |
|------|----------------|-------|
| 1    | United Kingdom | €152m |
| 2    | USA            | €62m  |
| 3    | France         | €33m  |
| 4    | Germany        | €16m  |
| 5    | Canada         | €16m  |

Source: Eurostat

## Production share by beer type



Source: Drinks Ireland Beer Members

Irish beer exports increased from €318m to €330m in 2024, increasing by 3.8%.

## Rising demand for non-alcohol beer

The continued rise of 0.0% beer represents one of the most significant innovations in the drinks industry in decades – and Ireland is now one of the fastest-growing alcohol-free beer markets globally. Producers have responded to this consumer led demand with investment in brewing capacity, availability, innovation, and new non-alcohol products to ensure availability for consumers seeking balance and moderation. The increased availability of non-alcohol alternatives is also accelerating the trend towards moderation, an important health goal for both government and industry. Younger consumers, in particular, are drinking less alcohol and incorporating non-alcohol products into social and lifestyle choices.

Although still in the early stages of growth, 0.0% beer now accounts for over 2.5% of the Irish beer market. Market share has grown by 150% over the past five years, according to Drinks Ireland | Beer member data. The potential of this sector is dependent on a practical regulatory environment that supports the right to grow the non-alcohol sector through responsible promotion and advertising, to increase consumer awareness of the availability and choice of these products.

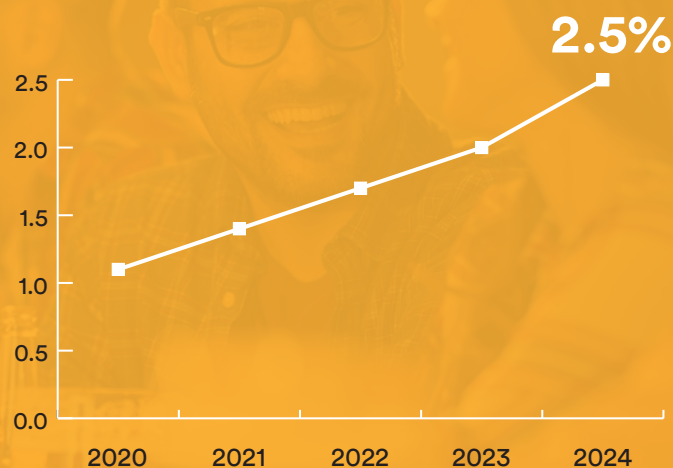
Familiar, trusted brands have also played a key role in the rise of non-alcohol options. A recent European Commission study found that brand loyalty remains “very important” in the low- and no-alcohol market – mirroring consumer behaviour in the alcohol beer sector – where nearly three-quarters of consumers cited brand recognition as a key driver of choice.

0.0%

**The market share for 0.0% beers has grown by 150% over the last five years.**



## Market share of non-alcohol beer



Source: Drinks Ireland Beer Members and IWSR

## Global growth in 0.0% beer

0.0% beer is now an established part of the global drinks market, and over the last number of years, the international market for low- and no- alcohol beers has grown dramatically. In the EU, one in 15 beers consumed is now a non-alcohol beer or 2.2 billion litres of non-alcohol beer every year. While the category is growing from a low level in Ireland, we predict consumption levels can reach those of other markets in other EU countries where non-alcohol beers up to 14 per cent market share of all beers sold. The increasing popularity and availability of non-alcohol products is a positive force for moderation in other countries. For example, in recent years, the Department of Health and Social Care in the UK said it “will work with industry to deliver a significant increase in the availability of alcohol-free and low-alcohol products by 2025”. Future growth in Ireland should likewise be supported, not put at risk with unnecessary regulation.

Ireland must ensure that this growth opportunity is not undermined by restrictive or disproportionate regulation. The beer sector is committed to supporting public health goals through moderation – and the continued growth of the non-alcohol beer, backed by responsible promotion, is one of the clearest ways to deliver on that commitment.

**The increased availability of non-alcohol alternatives is also accelerating the trend towards moderation, an important goal for both the government and industry. Younger consumers, in particular, are drinking less alcohol and are using non-alcohol options to moderate their consumption.**



**68%** agree **0.0% products** provide people with a **healthier alternative** to an alcoholic beverage



**62%** believe the greater availability of **0.0% products** is resulting in **reduced consumption** of alcoholic beverages



**56%** agree that the **availability and advertising of 0.0% products** is encouraging more **responsible consumption**

Source: Opinions Tracker Research 2025  
(Online nationally representative survey of 1000 adults 18+ in ROI)

# Beer sales

## Sales share by beer type

|             | 2024  | 2023  | % Difference |
|-------------|-------|-------|--------------|
| Lager       | 57.2% | 57.6% | -0.7%        |
| Stout       | 35.9% | 35.6% | 0.8%         |
| Ale         | 4.4%  | 4.9%  | -10.2%       |
| Non-alcohol | 2.5%  | 2.0%  | 25.0%        |

Source: Drinks Ireland Beer Members

## On vs off trade performance by beer type

|           | 2024  | 2023  |
|-----------|-------|-------|
| On-Trade  | 63.7% | 63.7% |
| Off-Trade | 36.3% | 36.3% |

Source: Drinks Ireland Beer Members

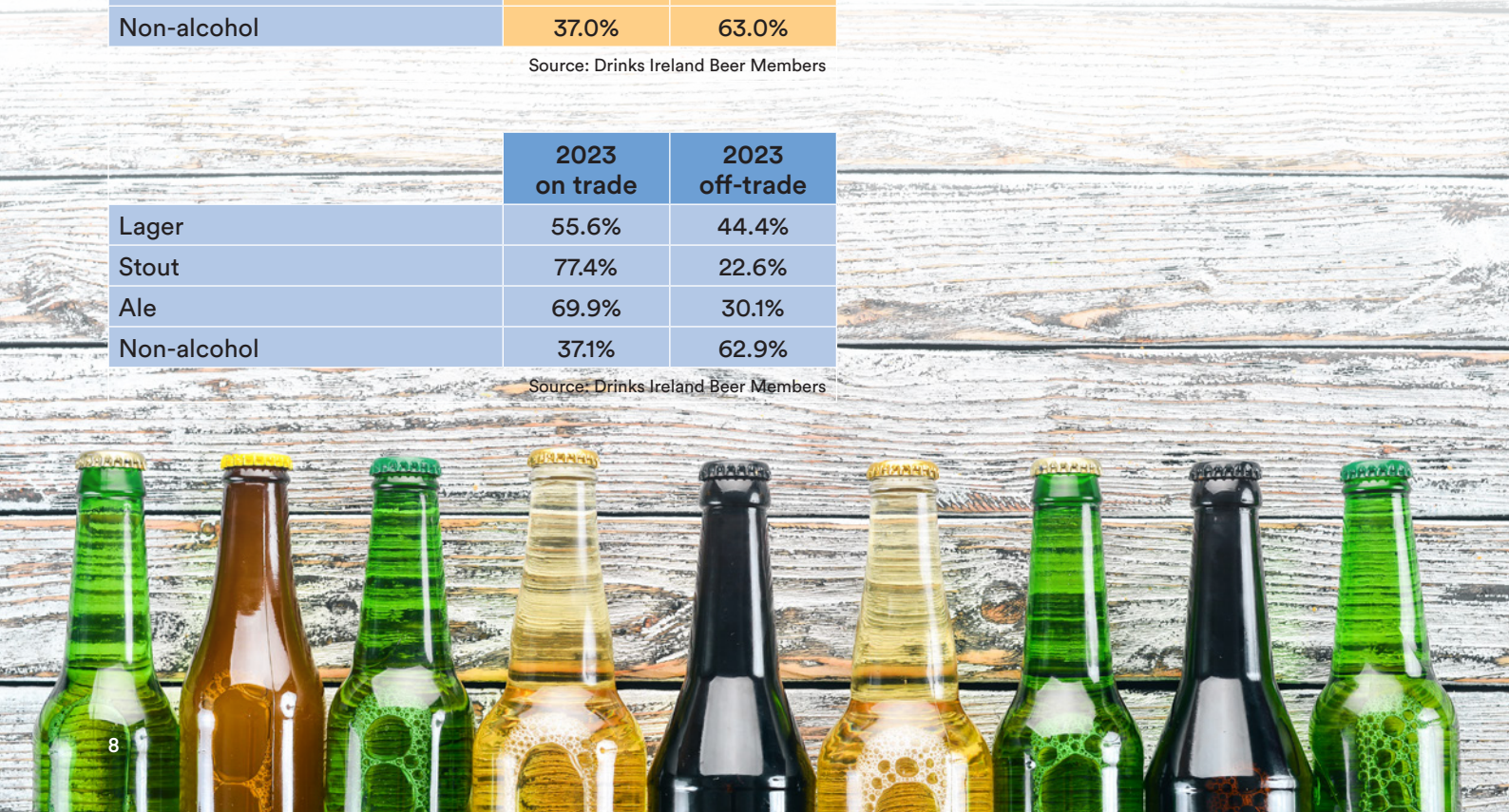
## Sales share by beer type in on and off trade

|             | 2024<br>on trade | 2024<br>off-trade |
|-------------|------------------|-------------------|
| Lager       | 55.1%            | 44.9%             |
| Stout       | 78.3%            | 21.7%             |
| Ale         | 69.5%            | 30.5%             |
| Non-alcohol | 37.0%            | 63.0%             |

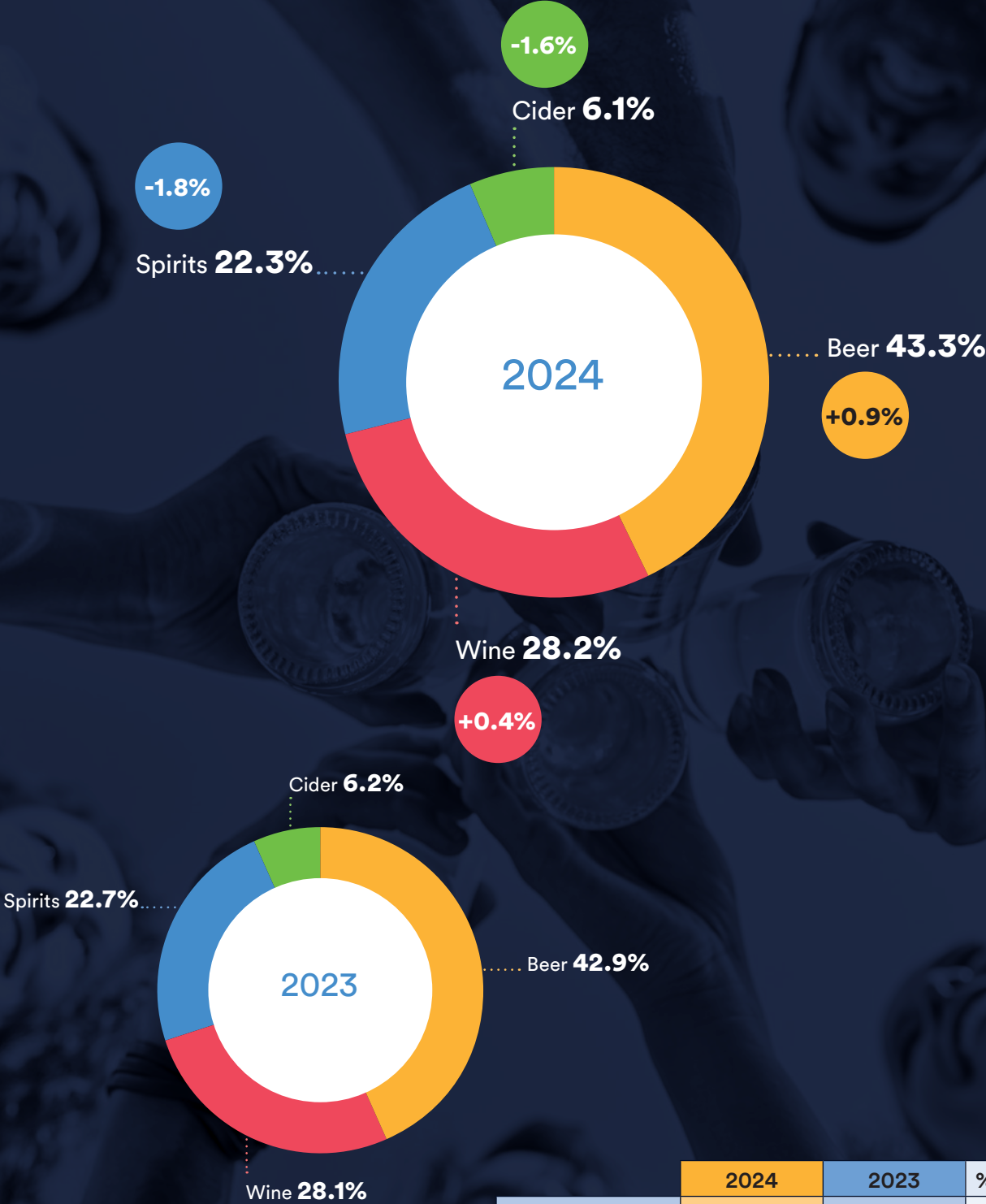
Source: Drinks Ireland Beer Members

|             | 2023<br>on trade | 2023<br>off-trade |
|-------------|------------------|-------------------|
| Lager       | 55.6%            | 44.4%             |
| Stout       | 77.4%            | 22.6%             |
| Ale         | 69.9%            | 30.1%             |
| Non-alcohol | 37.1%            | 62.9%             |

Source: Drinks Ireland Beer Members



# Alcohol consumption by category mix



|         | 2024  | 2023  | % Difference |
|---------|-------|-------|--------------|
| Beer    | 43.3% | 42.9% | 0.9%         |
| Wine    | 28.2% | 28.1% | 0.4%         |
| Spirits | 22.3% | 22.7% | -1.8%        |
| Cider   | 6.1%  | 6.2%  | 1.6%         |

Source: Revenue

## Excise duty on a pint of lager

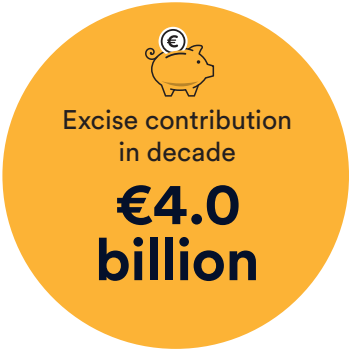


% paid in tax  
**27.6%**

## Excise duty on a pint of stout



% paid in tax  
**28.1%**



Source: CSO

## Excise receipts (€ million)

| Year | Beer | Wine | Spirits | Cider | Total  | Beer as % |
|------|------|------|---------|-------|--------|-----------|
| 2015 | €417 | €355 | €311    | €54   | €1,137 | 37%       |
| 2016 | €430 | €380 | €338    | €59   | €1,207 | 36%       |
| 2017 | €424 | €382 | €353    | €61   | €1,220 | 35%       |
| 2018 | €430 | €376 | €372    | €61   | €1,239 | 35%       |
| 2019 | €421 | €378 | €373    | €60   | €1,233 | 34%       |
| 2020 | €351 | €425 | €374    | €53   | €1,203 | 29%       |
| 2021 | €351 | €385 | €389    | €51   | €1,176 | 30%       |
| 2022 | €392 | €375 | €411    | €52   | €1,230 | 32%       |
| 2023 | €403 | €374 | €411    | €50   | €1,238 | 33%       |
| 2024 | €397 | €367 | €394    | €47   | €1,205 | 33%       |

Source: Revenue

A blue-tinted photograph of a group of people at a social gathering, clinking their beer glasses in a toast. The focus is on the glasses in the foreground, which are filled with dark beer and have a thick head of foam. The background shows the faces of several people, including a woman with glasses on the left and a man with a beard on the right, all smiling and engaged in the toast.

In 2024, Ireland continued to have the second highest rate of excise tax on alcohol when compared to the other 26 EU member states and the United Kingdom. On every pint of lager, 55 cents in excise go to the exchequer, and when excise and VAT are combined, it's €1.70. Drinks Ireland | Beer calls on Government to move excise levels towards EU norms.

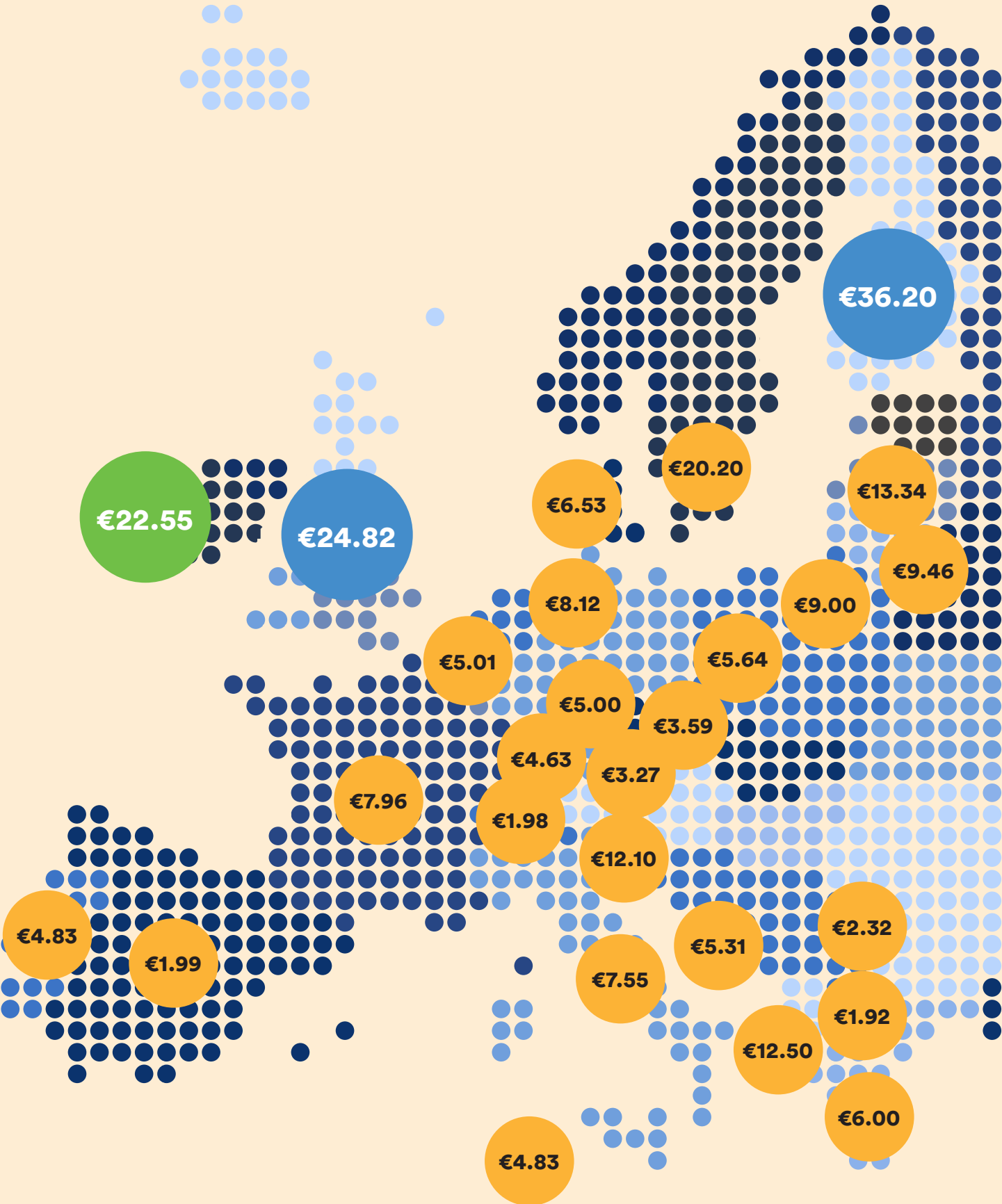
## EU (& UK) Beer excise rates 2024

| Rank | Country        | Euro per HL |
|------|----------------|-------------|
| 1    | Finland        | €36.20      |
| 2    | United Kingdom | €24.82      |
| 3    | Ireland        | €22.55      |
| 4    | Sweden         | €20.20      |
| 5    | Estonia        | €13.34      |
| 6    | Greece         | €12.50      |
| 7    | Slovenia       | €12.10      |
| 8    | Lithuania      | €9.46       |
| 9    | Latvia         | €9.00       |
| 10   | Netherlands    | €8.12       |
| 11   | France         | €7.96       |
| 12   | Italy          | €7.55       |
| 13   | Denmark        | €6.53       |
| 14   | Cyprus         | €6.00       |
| 15   | Poland         | €5.64       |
| 16   | Croatia        | €5.31       |
| 17   | Belgium        | €5.01       |
| 18   | Austria        | €5.00       |
| 19   | Malta          | €4.83       |
| 20   | Portugal       | €4.83       |
| 21   | Hungary        | €4.63       |
| 22   | Slovakia       | €3.59       |
| 23   | Czech Republic | €3.27       |
| 24   | Romania        | €2.32       |
| 25   | Spain          | €1.99       |
| 26   | Luxembourg     | €1.98       |
| 27   | Germany        | €1.97       |
| 28   | Bulgaria       | €1.92       |

Rates in 2024

Source: European Commission

# EU (& UK) Beer excise rates 2024





Drinks Ireland | Beer is the representative voice for the brewing industry in Ireland. Today over 90% of all beer sold in Ireland is manufactured or distributed by members of the association. The success of the Irish brewing industry is demonstrated by the fact that premium Irish beers are now enjoyed the world over. The role of Drinks Ireland | Beer is to promote the beer category and highlight its huge contribution to Ireland economically, culturally and socially.

**Drinks Ireland | Beer is a part of Drinks Ireland.**



Drinks Ireland is the Ibec sector that represents the interests of alcohol drinks manufacturers and suppliers on the island of Ireland. Drinks Ireland is globally unique as it represents all categories of alcohol products in one umbrella organisation through its various trade associations.

**Drinks Ireland | Beer**

**Drinks Ireland | Cider**

**Drinks Ireland | Spirits**

**Drinks Ireland | Wine**

**Irish Whiskey Association**

Drinks Ireland aims to ensure that the business environment on the island of Ireland is conducive to drinks enterprise. Through our activity we aim to ensure that the industry is recognised for the positive contribution it makes to the economic and cultural landscape.



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