

Spirits in Ireland

June 2023

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Spirits in Ireland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bourbon/US whisky represents bright spot in context of declining market

Minimum pricing harms sales of low-priced products

Gin loses its fizz

PROSPECTS AND OPPORTUNITIES

Limited growth expected, as spirits become more expensive

With the gin bubble showing signs of being over, vodka could serve as a suitable replacement

Non-alcoholic spirits face strong growth prospects

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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