



Cafés/Bars in Ireland

March 2026

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Cafés/Bars in Ireland - Category analysis

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2025 DEVELOPMENTS

Coffee remains central to daily routines and social life

INDUSTRY PERFORMANCE

Café culture strengthens as consumers maintain high coffee consumption habits

Specialist coffee chains accelerate growth as consumers favour reliable quality

Cafés with faster service and takeaway focus outperform as value and convenience influence choices

WHAT'S NEXT?

Cafés/bars value sales to rise as coffee culture and social dining remain resilient along with growing remote work

Cafés enhance fulfilment for remote workers with workspace appeal, Wi-Fi and flexible service formats

Sustainability initiatives to rise as cafés adopt circular economy practices

COMPETITIVE LANDSCAPE

Insomnia, Starbucks and local pub chains lead through scale, heritage and habitual demand

Costa Coffee focuses on network expansion and strengthening consumer engagement

Independent cafés dominate as fragmentation and preference for local experiences persist

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EXECUTIVE SUMMARY

Growth supported by digital convenience, sustainability, and evolving consumer priorities

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INDUSTRY PERFORMANCE

Inflation drives price sensitivity, shifting demand toward affordable foodservice formats

Digital ordering and delivery surge as consumers prioritise convenience and speed

Personalised experiences and loyalty programmes gain importance amid rising competition

WHAT'S NEXT?

Tourism recovery and tech adoption to fuel growth despite cost pressures

Automation and hybrid formats emerge as key strategies to tackle rising costs

Eco-friendly practices and ethical sourcing essential for long-term competitiveness

COMPETITIVE LANDSCAPE

Affordable menus and digital engagement secure McDonald's leadership

Tech-driven delivery and rapid expansion propel Apache Pizza as Ireland's fastest-growing brand

Chains and independents innovate with health-focused menus and sustainability-led store formats

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