



**Euromonitor
International**

Coffee in Ireland

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Coffee in Ireland - Category analysis

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2025 DEVELOPMENTS

Coffee faces challenges in 2025 as prices rise

INDUSTRY PERFORMANCE

High prices see value growth outpace volume growth

Fresh ground coffee maintains its appeal by offering a superior experience

WHAT'S NEXT?

Positive outlook for coffee in the coming years

Ongoing innovation set to continue to drive category growth

Regulations will strengthen ethical production, but place a burden on small exporters

COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts leads sales with strong brand portfolio and loyal customer base

Nespresso benefits from ongoing premiumisation trend

CHANNELS

Supermarkets remains the leading distribution channel in 2025

E-commerce sees growth as local consumers value convenience and variety

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Hot Drinks in Ireland - Industry Overview

EXECUTIVE SUMMARY

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Café culture boosts foodservice volumes, but retail sales decline across the board

Efficiency disrupts the role of foodservice

Wellness trend continues apace, with ongoing innovation

WHAT'S NEXT?

Mixed picture predicted for hot drinks in the years ahead

Positive outlook for fresh coffee, as premiumisation trend continues apace

Matcha trend looks set to stay

COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts leads in 2025 with strong brand portfolio
Nespresso sees dynamic growth thanks to expansion and premiumisation

CHANNELS

Supermarkets continues to lead the distribution landscape
E-commerce enjoys rapid growth, albeit from a low base

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