



Euromonitor
International

Tea in Ireland

December 2025

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Tea in Ireland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

High prices dampen demand, but health and wellness trend benefits fruit/herbal tea

INDUSTRY PERFORMANCE

Tea sees value growth thanks to expansion of speciality offerings

Fruit/herbal tea benefits from ongoing health and wellness trend

WHAT'S NEXT?

Wellness trend will continue to drive value growth

Innovation and accessibility are reshaping tea as a lifestyle product

Sustainability is driving innovation in the category

COMPETITIVE LANDSCAPE

Barry's Tea leads a mature and saturated category in 2025

Smaller players focus on functionality and added-value as they vie for share

CHANNELS

Convenience and diverse product range drive channel development

Forecourt retailers are transforming the retail landscape in Ireland

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Hot Drinks in Ireland - Industry Overview

EXECUTIVE SUMMARY

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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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