





The Irish Brewers Association *Irish Beer Market 2010* report shows the continued strength of, and the continued difficulties facing, Ireland's beer industry.

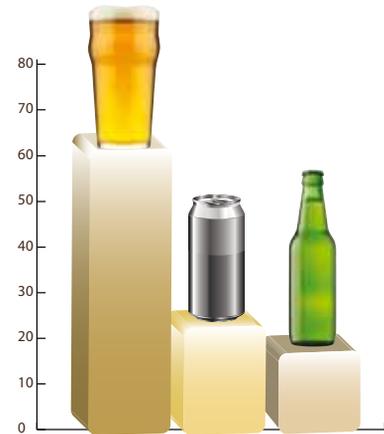
Pub sales of beer struggled against a continued fall in consumer spending. However, consumption stabilised after a number of years of decline, production increased and exports grew.

The report shows how important it is to encourage people back into the great Irish pub, protect the domestic market, and to help foster one of Ireland's great export success stories.

Stephen Lynam
Senior Executive

Headlines

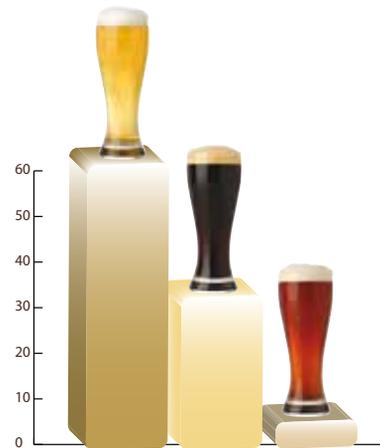
	2009	2010
Total Production		
(1,000 HL) Source; Members	8,041	8,249
Total Employment		
Full Time Employees Source; Members	1,609	1,441
Total Consumption		
(1,000 HL) Source; Revenue Commissioners	4,855	4,814
Per Capita Consumption		
Litres at 5% ABV	91	90
Net Exports		
	40%	42%



Pack

	2009	2010
Draught	63.6%	61.7%
Can	22.5%	22.5%
Bottle	14.9%	15.8%

Source; Members



Variant

	2009	2010
Lager	58.5%	60.2%
Stout	35.5%	34.1%
Ale	6%	5.7%

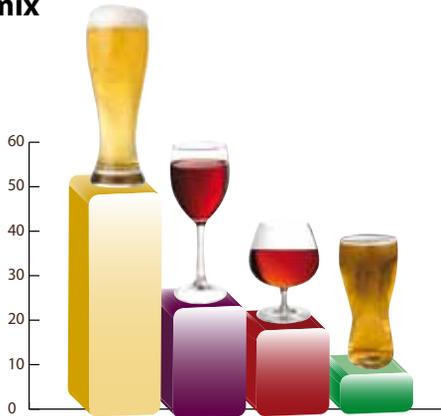
Source; Members

Sales channel

	2009	2010
On-Trade	71.1%	66.6%
Off-Trade	28.9%	33.4%

Source; Members

Alcohol consumption by category mix



	2008	2009	2010
Beer	50%	51%	48%
Wine	23%	23%	26%
Spirits	20%	18%	19%
Cider	8%	9%	8%

Source; DIGI

Excise receipts on alcohol (€m)

	2007	2008	2009	2010
Beer	465	427	404	320
Spirits	368	351	264	244
Cider	68	61	57	44
Wine	230	231	243	219
Total	1130	1070	968	826
Beer as %	41	39	42	39

Source; Revenue Commissioners



European Per Capita Consumption

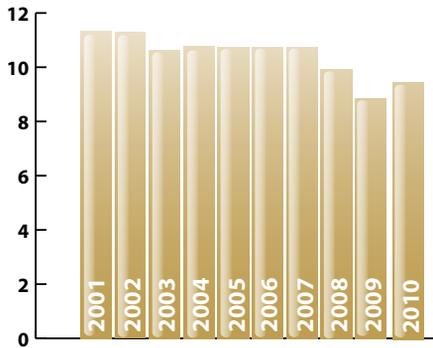
Litres of beer @5% ABV

	09/10
Czech Republic	159
Germany	110
Austria	106
Ireland	90
UK	81
Belgium	76

Source; IBA (2010) Brewers of Europe (2009).

Alcohol consumption per capita in Ireland

in litres of pure alcohol



Source: DfG

European beer excise rates

in euro per hectolitre of pure alcohol

Alcohol excise taxes, highest 15 EU countries

Finland	2600	Hungary	578
UK	1996	Estonia	543
Sweden	1801	Austria	520
Ireland	1571	Netherlands	502
Slovenia	1000	Cyprus	478
Denmark	684	Belgium	428
Greece	650	Slovakia	412
Italy	588		

Note: Rates at January 2011



**The Irish Brewers Association is
a business sector within IBEC**

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IBEC promotes the interests of business and employers in Ireland by working to foster the continuing development of a competitive environment that encourages sustainable growth, and within which both enterprise and people can flourish.



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