vinetur

Ireland’s beer production climbed to 9.844 million hectoliters in 2025, report says

The report showed home consumption down 2.6%, with export revenue nearly unchanged at €331 million

Tuesday, November 24, 2026



Ireland’s beer production rose sharply in 2025 even as domestic demand fell and export revenue was nearly unchanged, according to an industry report released Monday, November 23, by Drinks Ireland.

The trade group said production reached 9.844 million hectoliters in 2025, up from 9.074 million hectoliters in 2024. That was an increase of 770,000 hectoliters, or 8.5%, based on the figures published in its Irish Beer Market Report 2025/26.

At the same time, the home market moved in the opposite direction. Domestic consumption fell to 3.493 million hectoliters in 2025 from 3.587 million hectoliters in 2024, a decline of 94,000 hectoliters, or 2.6%.

Export earnings showed only marginal growth. The value of beer exports rose to €331 million in 2025 from €330 million a year earlier, an increase of €1 million, or 0.3%. The report did not provide comparable export volume data in the same summary table, so the change in export value cannot be used to show whether the quantity shipped abroad increased or whether the mix of products changed.

Taken together, the figures show that output grew much faster than either domestic consumption or export revenue. The report itself does not explain that gap. It also does not include comparable inventory data, so the numbers alone do not show whether breweries built up stocks during the year.

Drinks Ireland said the strongest growth came from nonalcoholic beer. According to the statement, sales of nonalcoholic beer increased 12.5% in 2025, while production in that category rose by nearly 32%. The release did not include the absolute starting volumes needed to translate those gains into liters or hectoliters, but it indicated that brewers increased output in that segment far more quickly than in the broader beer market.

The report also drew a distinction between two measures of market performance. In its statement, Drinks Ireland said beer sales fell 2.5% in 2025. In the accompanying table, domestic consumption was shown down 2.6%. The organization did not present those figures as the same indicator, and the published material did not provide a monthly breakdown that would allow a like-for-like reconciliation in the release itself.

The data cover the 2025 calendar year and compare it with 2024. Drinks Ireland presented the report as a new publication and described the figures as coming from several sources. It said production data were drawn from information supplied by its members, while the report attributed consumption figures to Revenue and export

figures to Eurostat.

The latest numbers come at a time when the Irish brewing industry is navigating a market with uneven signals. The rise in production suggests stronger brewing activity across the sector, but the decline in domestic consumption points to weaker demand at home. The near-flat export value figure adds another note of caution because it shows little improvement in overseas earnings even as breweries produced substantially more beer.

The report does not adjust the export values for inflation, and it does not offer a volume measure for exports in the same comparison, which limits what can be inferred from the €1 million increase. It also does not break down the annual totals by month, channel or destination market in the release material.