

Lisney
COMMERCIAL REAL ESTATE

Lisney
Sotheby's
INTERNATIONAL REALTY



OUTLOOK 2025

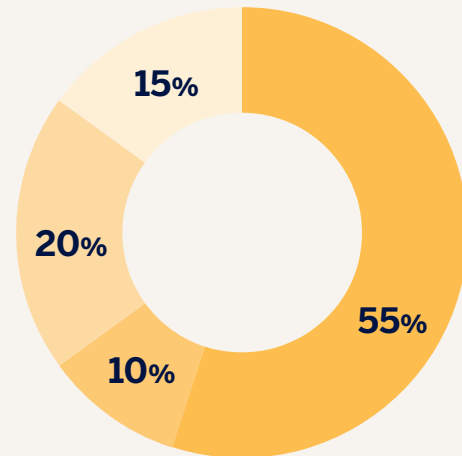


LICENSED & LEISURE

Following on from a steady flow of transactions in 2024 (20 pubs sold in Dublin totalling €70m), activity in the licensed premises property market in Dublin and in most of the larger regional cities will remain healthy this year.

- Demand in 2025 will be more focused on **city centre** locations where there is potential for premium pricing given the reduction in profitability. There will be a softening in demand for some suburban food-driven operations that have to absorb cost pressures.
- Over half of all deals last year were done **off-market** and this is a trend that will continue in 2025, particularly for higher value premises where there are active requirements from a limited pool of well-funded purchasers.
- **Supply** to the market in 2024 primarily stemmed from publicans who were retiring. This is likely to be the case again this year as the continued elevated and rising nature of operational costs coupled with the difficulties in sourcing and retaining staff will impact operators' decisions.
- Similar to last year, **publicans** will be the dominant buyer category in 2025, but developers will also be active, particularly for larger sites in suburban locations. As part of this redevelopment cohort, supermarkets will be increasingly involved where a premises has a large car park, and in many cases where sites match their list of requirements, they will pay more than the going concern value as a licensed premises. Private equity purchasers will continue to seek opportunities that match specific criteria, notably – high profile, city centre premises with lot sizes over €6m. However, the supply of these type of assets will be limited.

2024 BUYER PROFILE - DUBLIN



- Publican
- Investors
- Developers
- Private Equity

Source: Lisney

20
**LICENSED
PREMISES**
WERE SOLD IN DUBLIN
IN 2024 WITH COMBINED
SALES PRICES OF
€70m

The Ivy, Drumcondra, Dublin 9



LICENCE VALUES

WILL CONTINUE RANGE BETWEEN €50,000 & €55,000

- Well-established regional **tourist areas** will continue to perform relatively well, maintaining their ability to achieve meaningful volumes of seasonal trade. This sector will continue to attract interest from both existing operators and potential new entrants, buoyed by the overall growth in Ireland's tourism sector.
- Outside of well populated city regions, the appetite for licensed premises will remain more limited, but the **closure** of non-viable businesses will continue. As a consequence, there will be an increase in the availability of publican licences. The value of these licences will continue to range between €50,000 and €55,000 with the off-licence sector, predominantly new supermarkets and convenience store outlets, the main purchaser.





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