

Wine in Ireland

Market Direction | 2022-07-07 | 38 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Wine consumption declined in 2021 with volume sales reaching its lowest level in the review period. COVID-19 restrictions continued to drive retail consumption of wine with off-trade retailers seeing volumes sales well above pre-pandemic levels. Although off-trade wine consumption remained high, it did witness some decline as demand began to normalise following the reopening of the on-trade establishments in the summer of 2021. On-trade volume sales witnessed a moderate rise in 2021 as pubs, bar...

Euromonitor International's Wine in Ireland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Wine market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Wine in Ireland
Euromonitor International
July 2022

List Of Contents And Tables

WINE IN IRELAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

On-trade consumption rises but it is not business as usual for wine

Wine consumption remains strong in the off-trade

Port consumption remains high in 2021

PROSPECTS AND OPPORTUNITIES

Sparkling wine category to benefit from on-trade growth in 2022

Rose category continues to thrive

Retail channels and the growth of e-commerce

CATEGORY DATA

Table 1 Sales of Wine by Category: Total Volume 2016-2021

Table 2 Sales of Wine by Category: Total Value 2016-2021

Table 3 Sales of Wine by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Wine by Category: % Total Value Growth 2016-2021

Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Wine by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021

Table 10 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021

Table 11 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021

Table 12 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021

Table 13 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 14 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 15 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021

Table 16 □GBO Company Shares of Champagne: % Total Volume 2017-2021

Table 17 □NBO Company Shares of Champagne: % Total Volume 2017-2021

Table 18 □LBN Brand Shares of Champagne: % Total Volume 2018-2021

Table 19 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 20 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 21 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021

Table 22 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 23 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 24 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2018-2021

Table 25 □Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 26 □Forecast Sales of Wine by Category: Total Value 2021-2026

Table 27 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 28 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026	
CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026	
CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026	
ALCOHOLIC DRINKS IN IRELAND	
EXECUTIVE SUMMARY	
Alcoholic drinks in 2021: The big picture	
2021 key trends	
Competitive landscape	
Retailing developments and the on-trade vs off-trade split	
What next for alcoholic drinks?	
MARKET BACKGROUND	
Legislation	
Legal purchasing age and legal drinking age	
Drink driving	
Advertising	
Smoking ban	
Opening hours	
On-trade establishments	
Table 29 Number of On-trade Establishments by Type 2015-2021	
TAXATION AND DUTY LEVIES	
Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021	
OPERATING ENVIRONMENT	
Contraband/parallel trade	
Duty free	
Cross-border/private imports	
KEY NEW PRODUCT LAUNCHES	
Outlook	
MARKET INDICATORS	
Table 30 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021	
MARKET DATA	
Table 31 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021	
Table 32 Sales of Alcoholic Drinks by Category: Total Value 2016-2021	
Table 33 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021	
Table 34 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021	
Table 35 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021	
Table 36 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021	
Table 37 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021	
Table 38 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021	
Table 39 GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021	
Table 40 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021	
Table 41 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021	
Table 42 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026	
Table 43 Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026	
Table 44 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026	
Table 45 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026	
DISCLAIMER	
SOURCES	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Wine in Ireland

Market Direction | 2022-07-07 | 38 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com