

Wine in Ireland

Market Direction | 2024-06-19 | 36 pages | Euromonitor

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Report description:

Wine sales continued to decline in 2023, following an ongoing trend. One key factor for this is the high prices attributed to wine, notably so for sparkling wine and champagne, with these subcategories typically being expensive, and also affecting still light grape wine. Indeed, although inflationary pressures are starting to ease slightly, inflation still remains high and, as the majority of wine consumed in Ireland is imported from other Western European markets, this is more pronounced.

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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, 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.

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WINE IN IRELAND

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Irish consumers continue to lose interest in wine

Vermouth fares slightly better due to novelty appeal

Wine faces rising competition from other alcoholic drinks

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