

Drinks Ireland
Cider



**Irish
Cider
Market
Report
2022**



drinksireland.ie/cider

Introduction

In 2022, the cider industry saw recovery and growth after a challenging few years of the Covid pandemic as bars and restaurants fully reopened. Cider, like beer has a much higher proportion of sales in the hospitality sector compared to spirits and wine. However, unlike the experience in the domestic market, 2022 saw exports significantly down.

In 2022, cider sales increased by 3.9% compared to 2021, however, they remain almost 12% below pre pandemic levels. Nevertheless, cider's share of the alcohol market increased by 13.8% to 6.6% of overall sales. Again, this growth of market share remains below pre-pandemic levels as cider's share of the market in 2019 was 7.4%. Bord Bia's recent report on the craft cider market prepared in conjunction with Drinks Ireland, also highlights the growth in the craft cider category which brings great choice for consumers and exciting innovations. Cider consumption per capita increased by 1.8% in 2022 reflecting the reopening of the on-trade sector.

In 2022, the estimated value of cider exports was €73 million, which is 5.6% down from the previous year. This can be explained by the exceptionally strong year of export growth in 2021 due to new market opportunities and the reopening of the off trade in key export markets. The most popular destination for Irish cider is the UK. The second most popular destination is the Netherlands followed by the United States. In terms of imports, the value of imported cider increased significantly in 2022, by 44%. The most popular international cider for Irish consumers is from the United Kingdom, followed by French and Dutch cider.

As with the rest of the alcohol drinks sector, excise levels are a major concern for cider producers. Combining excise and VAT, about 28% of a pint of cider goes in tax. We have the third highest excise rate for cider across the EU and we continue to press Government to lower rates closer to EU norms in the forthcoming budget.

On a positive note, Drinks Ireland | Cider welcomes the introduction of a 50% relief from Alcohol Products Tax (APT) for cider and perry produced by qualifying small producers in Budget 2023. This has already shown clear benefits for our craft cider producers, enabling them to invest in distribution, innovation and expansion. We believe that this relief should also be extended to qualifying craft producers of products such as fruit-flavoured ciders or intermediate product linked to the category. This move would encourage new entrants into cider making and would support establishing small-scale cideries as they develop.

Cormac Healy
Director of Drinks Ireland

Growth in our craft cider category brings great choice for consumers and exciting innovations. Apart from seeking a reduction in overall excise rates in alcohol, which are amongst the highest in Europe, we believe that the craft cider sector would benefit from some modest extensions of the excise relief scheme.

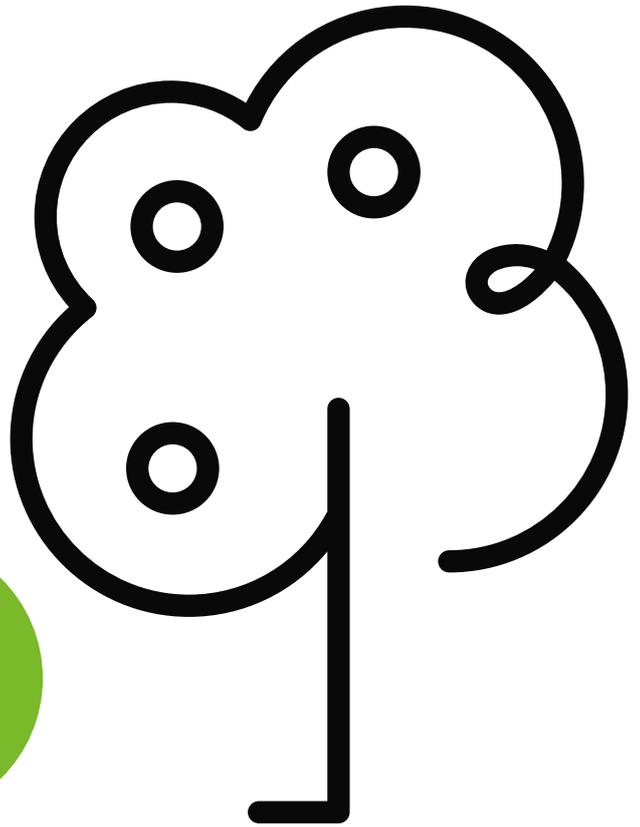


Total cider sales (litres of cider)

Year	Litres of Cider
2013	62,137,945
2014	62,410,778
2015	58,100,576
2016	63,068,636
2017	64,021,782
2018	64,299,656
2019	63,182,054
2020	55,997,813
2021	53,603,386
2022	55,671,431

Difference
+3.9%

Source: Revenue Commissioners



Consumption per capita

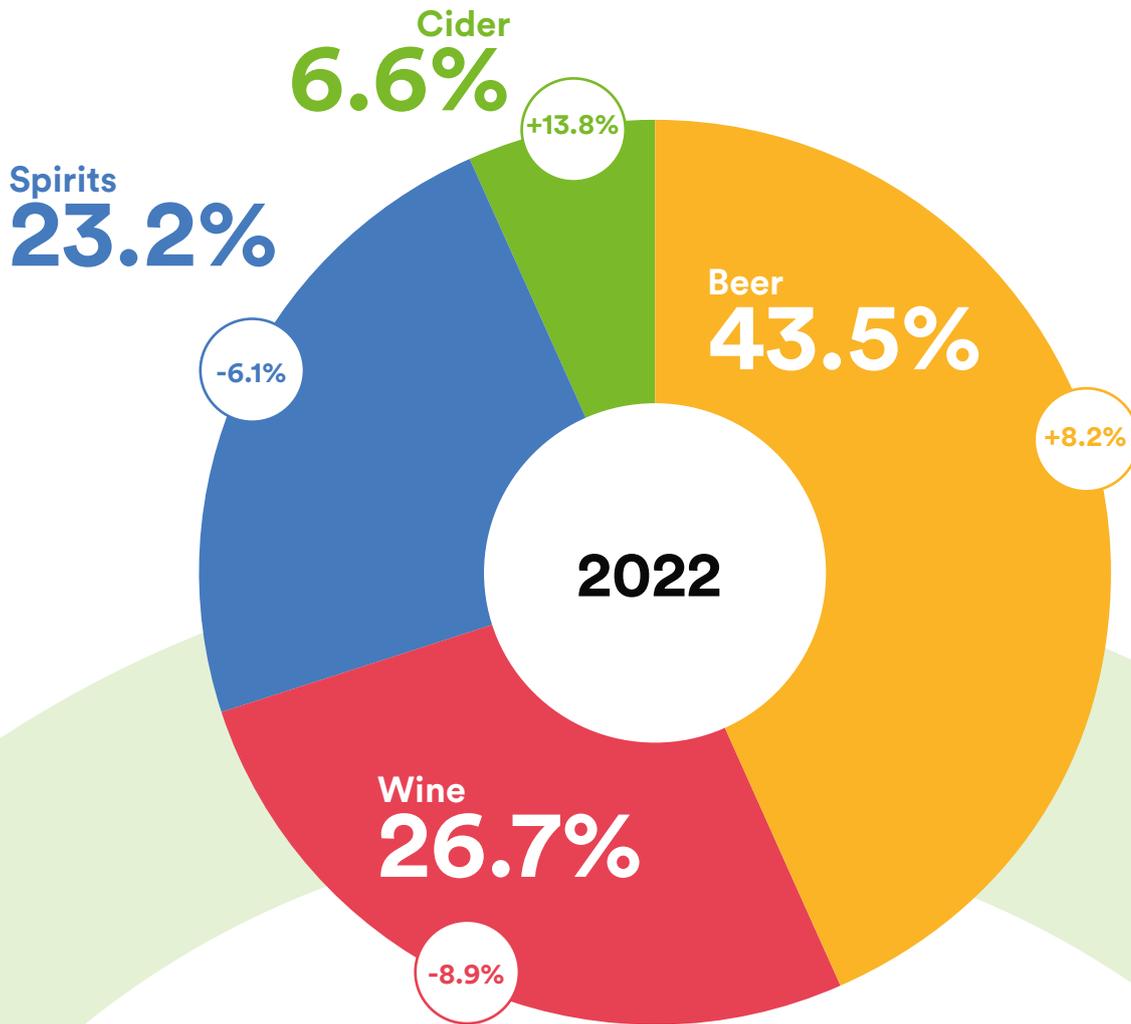
Year	Adult population – Millions (15 and over)	Million litres Alcohol content (5%) of cider	Average cider consumption per adult, litres of pure alcohol
2012	3.6057	3.188	0.88
2013	3.6208	3.107	0.86
2014	3.6478	3.121	0.86
2015	3.6862	2.905	0.79
2016	3.7340	3.153	0.84
2017	3.7855	3.201	0.85
2018	3.8482	3.215	0.84
2019	3.9126	3.159	0.80
2020	3.9738	2.799	0.71
2021	4.192	2.680	0.67
2022	4.0993	2.784	0.68

Difference
+1.8%

Source: Revenue Commissioners



Alcohol consumption by category mix



Alcohol consumption market share

Year	Beer	Spirits	Wine	Cider/Perry	Total
2013	47.0%	18.9%	26.0%	8.1%	100%
2014	47.2%	18.1%	26.8%	7.8%	100%
2015	47.0%	18.7%	27.7%	6.6%	100%
2016	45.8%	19.1%	27.6%	7.5%	100%
2017	44.8%	19.8%	27.7%	7.7%	100%
2018	45.2%	20.5%	26.7%	7.5%	100%
2019	44.6%	20.8%	27.2%	7.4%	100%
2020	38.9%	22.0%	32.2%	6.9%	100%
2021	40.2%	24.7%	29.3%	5.8%	100%
2022	43.5%	23.2%	26.7%	6.6%	100%

**Difference
+13.8%**

Source: Revenue Commissioners

Export value

Year	Export €m
2018	31.3
2019	49.1
2020	46.6
2021	77.7
2022	73.4

Source: CSO – estimated

% Difference
-5.60%

Top export destinations

1. UK
2. Netherlands
3. United States
4. Australia
5. France

In 2022, the estimated value of cider exports was €73 million, which is 5.6% down from the previous year. This can be explained by the exceptionally strong year of export growth in 2021 due to new market opportunities and the reopening of the off trade in key export markets.



Excise receipts (€ million)

Year	Beer	Wine	Spirits	Cider	Total
2013	€358	€302	€290	€52	€1,002
2014	€425	€355	€302	€59	€1,141
2015	€417	€355	€311	€54	€1,137
2016	€430	€380	€338	€59	€1,207
2017	€424	€382	€353	€61	€1,220
2018	€430	€376	€372	€61	€1,239
2019	€421	€378	€373	€60	€1,233
2020	€351	€425	€374	€53	€1,203
2021	€351	€385	€389	€51	€1,176
2022	€392	€375	€411	€52	€1,230

Excise contribution in decade
€562m

Difference
+4.8%

Source: Revenue Commissioners

Excise duty on a pint of cider



Average price (June 2023)
€6.05

VAT at 23%
€1.13

Excise
€0.54

Total tax
€1.67



% paid in tax
27.6%

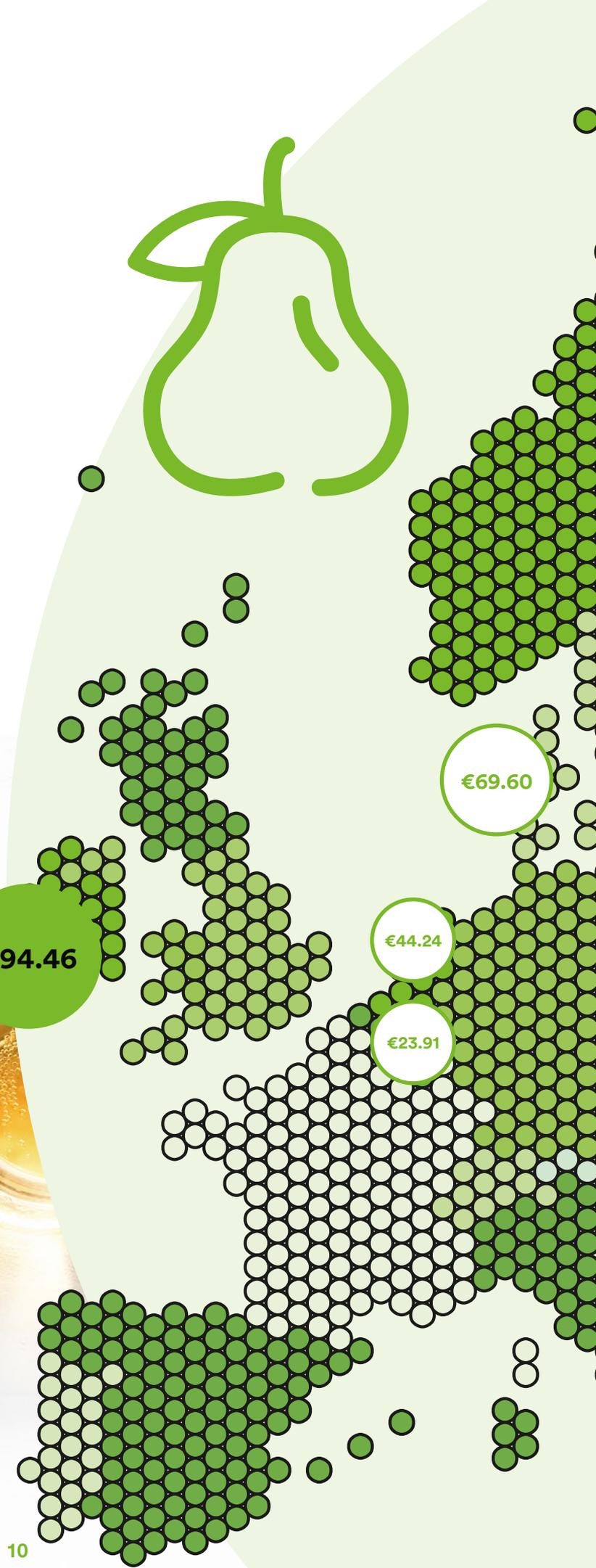


Cider excise in the EU

Overview standard rates in € / hectolitre (5%ABV)

Rank	Country	Rate
1	Finland	€287.00
2	Sweden	€129.51
3	Ireland	€94.46
4	Denmark	€69.60
5	Lithuania	€65.46
6	Latvia	€64.00
7	Estonia	€63.35
8	Slovakia	€54.16
9	Netherlands	€44.24
10	Belgium	€23.91

Source: European Commission Excise Duty Tables revision – July 2022



€287.00

€129.51

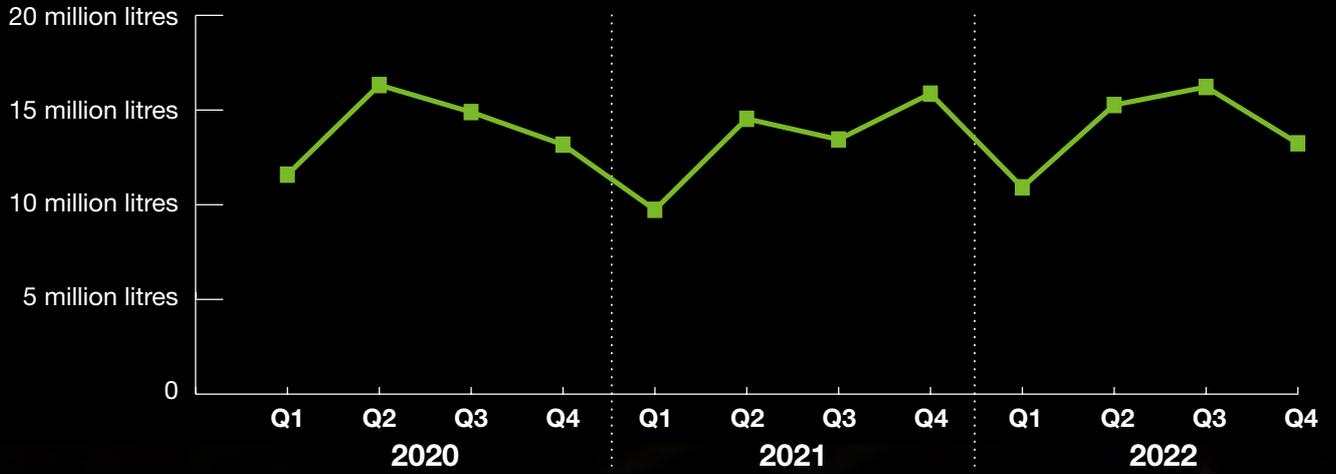
€63.35

€64.00

€65.46

€54.16

Tracked cider consumption by quarter (2020-2022)



Source: Revenue Commissioners





Drinks Ireland | Cider was established in 2008 and aims to promote the economic contribution of the cider industry in Ireland.

Drinks Ireland | Cider is a part of Drinks Ireland



Drinks Ireland is the **ibec** sector that represents the interests of alcohol drinks manufacturers and suppliers on the island of Ireland. Drinks Ireland is globally unique as it represents all categories of alcohol products in one umbrella organisation through its various trade associations.

Drinks Ireland | Beer

Drinks Ireland | Cider

Drinks Ireland | Spirits

Drinks Ireland | Wine

Irish Whiskey Association

Drinks Ireland aims to ensure that the business environment on the island of Ireland is conducive to drinks enterprise. Through our activity we aim to ensure that the industry is recognised for the positive contribution it makes to the economic and cultural landscape.



Drinks Ireland
84/86 Lower Baggot Street
Dublin 2
T: + 353 1 605 1500
E: info@drinksireland.ie
W: www.drinksireland.ie
[@DrinksIreland](https://twitter.com/DrinksIreland)