



Irish Wine Market Report 2019

drinksireland.ie/wine

Overview

While 2020 continues to be a challenging year for the drinks industry, 2019 saw a 1.42% increase in wine sales. In addition, wine has made some ground in its overall sales share of the alcohol market by 0.2% to 27.2%. Wine comfortably remains the nation's second favourite alcohol beverage, after beer. However, the per capita consumption rate has continued to decline, with a 1.4% reduction in 2019. This decline in per capita consumption is in line with the overall downward trend in alcohol consumption.

In terms of sales patterns, **Drinks Ireland | Wine** estimates that around 83% of wine sold in 2019 was in the off-trade sector. As for the variants, the popularity of rosé continues to grow with an estimated 6% share of the wine market, almost double the share since 2016. White wine is still the most popular with a 48% share with red wine at 46%.

Irish consumers continue to pay more than their EU counterparts for alcohol. One of the reasons for this is because excise rates on alcohol are among the highest in Europe. For wine alone, Irish consumers pay €3.19 in excise per standard bottle (13% ABV) which is the highest rate in the EU. Of the 28 EU Member States (in 2019), 15 of them charge no duty on wine. Furthermore, sparkling wine gets an additional excise hit totalling to €6.37 on a standard bottle which is effectively a tax on celebrations. Of the 28 EU member states (in 2019), 9 of them did not charge any excise on sparkling wine.

In 2019, the sector paid €378 million in excise to the exchequer which was a marginal increase of €2 million from the previous year. Over the past decade wine excise has generated over €3 billion to the exchequer.

Prior to the COVID-19 crisis, the wine sector employed over 1,100 people directly while supporting thousands of other jobs in Ireland's the 13,000 restaurants, independent off licences, supermarkets, and hotels that sell wine. To offset the losses endured by the drinks and hospitality sector because of COVID-19, Drinks Ireland | Wine call on the Government seriously consider an excise reduction on wine for Budget 2021.

Jonathan McDade
Head of Drinks Ireland | Wine



Wine sales

Year	1950	1960	1970	1980	1990	2000	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Sales millions of cases	0.2	0.3	0.6	1.3	1.7	4.8	8.2	8.7	9	8.9	8.5	8.5	9	9.1	8.9	9

Source: Revenue Commissioners

Wine consumption breakdown

Year	Red	White	Rosé
2010	47%	49%	4%
2011	46%	50%	4%
2012	46%	50%	4%
2013	45%	51%	4%
2014	47%	50%	3%
2015	47%	50%	3%
2016	47%	50%	3%
2017	45%	50%	5%
2018	46%	49%	5%
2019	46%	48%	6%

Source: Drinks Ireland Wine member estimates

Difference in consumption
+1.42%

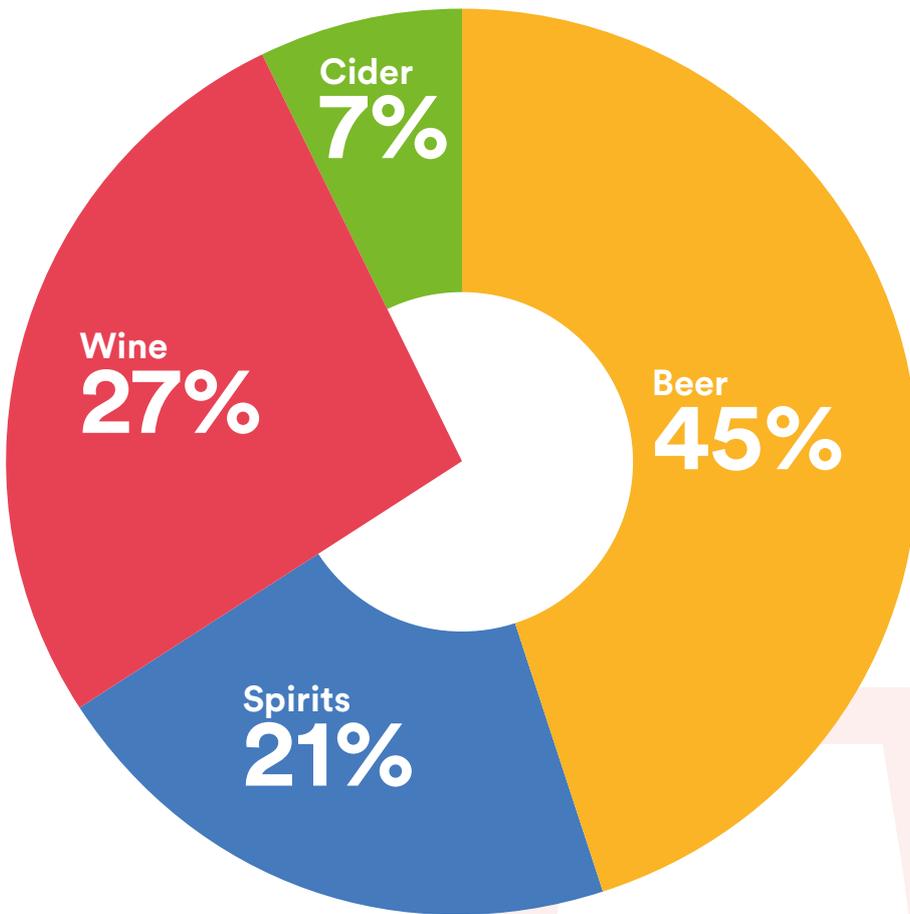
Wine category

%	2018	2019
Table Wine	96.1%	96.7%
High strength	0.2%	0.1%
Low strength	1.0%	0.9%
Sparkling	2.7%	2.3%

Source: Revenue



Alcohol consumption by category mix



Source: Revenue Commissioners

Wine consumption per capita

	2018	2019
Consumption / adult (litres of pure alcohol)	2.963 litres	2.956 litres

Source: Drinks Ireland Wine member estimates

Difference in per capital consumption
-1.40%

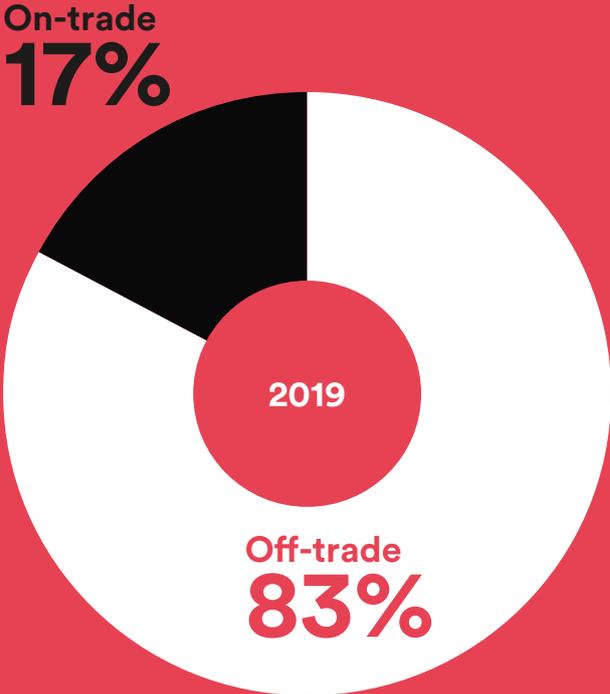
In terms of sales patterns, Drinks Ireland | Wine estimates that around 83% of wine sold in 2019 was in the off-trade sector.

Excise receipts

Year	Beer	Wine	Spirits	Cider	Wine as %
2011	€307	€231	€247	€44	27.9%
2012	€308	€231	€284	€43	26.7%
2013	€358	€302	€290	€52	30.1%
2014	€425	€355	€302	€59	31.1%
2015	€417	€355	€311	€54	31.2%
2016	€430	€380	€338	€59	31.5%
2017	€424	€382	€353	€61	31.3%
2018	€430	€376	€372	€61	30.3%
2019	€421	€378	€373	€60	30.25%

Source: Revenue Commissioners

Share of total market



Source: Drinks Ireland Wine members

Country of origin data

	Cases 2000	Cases 2013	Cases 2014	Cases 2015	Cases 2016	Cases 2017	Cases 2018	Cases 2019
Chile	669,000	1,652,137	1,998,548	2,166,955	2,308,600	2,446,295	2,415,128	2,476,438
Australia	750,000	1,693,235	1,584,192	1,548,308	1,596,180	1,513,079	1,385,147	1,152,669
France	1,043,000	1,249,377	1,248,059	1,199,105	1,163,318	1,150,665	1,056,619	1,134,659
United States	632,000	715,104	672,061	616,683	631,258	597,983	621,540	612,356
Spain	257,000	920,594	1,005,655	1,012,877	1,109,210	1,141,605	1,154,289	1,260,732
Italy	386,000	937,033	869,657	813,679	874,743	851,673	834,640	882,513
New Zealand	41,000	320,564	338,314	425,913	505,006	543,621	568,265	639,371
South Africa	332,000	369,881	395,378	376,862	342,683	326,173	301,891	243,141
Argentina	96,000	172,611	192,796	196,308	252,403	271,811	284,132	324,188
Germany	118,000	98,635	95,090	77,085	72,864	72,483	62,154	54,031
All others	160,000	90,415	115,596	131,559	161,705	144,966	195,342	225,130

Total Table Wine	4,484,000	8,219,587	8,515,344	8,565,038	9,017,970	9,060,354	8,879,147	9,005,230
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Europe	1,946,000	3,238,517	3,334,057	3,207,993	3,256,107	3,361,392	3,303,044	3,557,067
Rest of World	2,538,000	4,981,070	5,181,287	5,357,045	5,761,863	5,698,962	5,576,103	5,448,163

Source: Member data, trade estimates and Revenue

2019 saw a 1.42% increase in total wine sales.

Percentage share

	Share % 2000	Share % 2013	Share % 2014	Share % 2015	Share % 2016	Share % 2017	Share % 2018	Share % 2019
Chile	14.9%	20.1%	23.5%	25.3%	25.6%	27.0%	27.2%	27.5%
Australia	16.7%	20.6%	18.6%	18.1%	17.7%	16.7%	15.6%	12.8%
France	23.0%	15.2%	14.7%	14.0%	12.9%	12.7%	11.9%	12.6%
United States	14.1%	8.7%	7.9%	7.2%	7.0%	6.6%	7.0%	6.8%
Spain	5.7%	11.2%	11.8%	11.8%	12.3%	12.6%	13.0%	14.0%
Italy	8.9%	11.4%	10.2%	9.5%	9.7%	9.4%	9.4%	9.8%
New Zealand	0.9%	3.9%	4.0%	5.0%	5.6%	6.0%	6.4%	7.1%
South Africa	7.4%	4.5%	4.6%	4.4%	3.8%	3.6%	3.4%	2.7%
Argentina	2.2%	2.1%	2.3%	2.3%	2.8%	3.0%	3.2%	3.6%
Germany	2.6%	1.2%	1.1%	0.9%	0.8%	0.8%	0.7%	0.6%
All others	2.9%	1.1%	1.4%	1.5%	1.6%	1.6%	2.2%	2.5%

Total Table Wine	100%							
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Europe	43.40%	39%	39.20%	37.50%	36.20%	37.10%	37.80%	39.50%
Rest of World	56.60%	61%	60.80%	62.50%	63.80%	62.90%	62.70%	60.50%

Source: Member data, trade estimates and Revenue



Excise: tax on hospitality

2017 Excise tax per 750ml bottle of STILL WINE - 13% ABV

Rank	Country	Rate
1	Ireland	€3.19
2	Finland	€2.98
3	UK	€2.50
4	Sweden	€1.81
5	Denmark	€1.52
6	Lithuania	€1.24
7	Estonia	€1.11
8	Latvia	€0.76
9	Netherlands	€0.66
10	Belgium	€0.56
11	Poland	€0.30
12	Malta	€0.15
13	France	€0.03
14	Greece	€0.00
15	Spain	€0.00
16	Slovenia	€0.00
17	Slovakia	€0.00
18	Romania	€0.00
19	Portugal	€0.00
20	Luxembourg	€0.00
21	Italy	€0.00
22	Hungary	€0.00
23	Germany	€0.00
24	Czech Republic	€0.00
25	Cyprus	€0.00
26	Croatia	€0.00
27	Bulgaria	€0.00
28	Austria	€0.00

Source: Euro Stat - December 2019

Excise: tax on celebrations

2017 Excise tax per 750ml bottle of SPARKLING WINE - 13% ABV

Rank	Country	Rate
1	Ireland	€6.37
2	UK	€3.21
3	Finland	€2.98
4	Belgium	€1.92
5	Denmark	€1.85
6	Sweden	€1.81
7	Lithuania	€1.24
8	Estonia	€1.11
9	Germany	€1.02
10	Latvia	€0.76
11	Austria	€0.75
12	Czech Republic	€0.68
13	Netherlands	€0.66
14	Slovakia	€0.60
15	Hungary	€0.37
16	Poland	€0.30
17	Malta	€0.15
18	Romania	€0.08
19	France	€0.07
20	Greece	€0.00
21	Spain	€0.00
22	Slovenia	€0.00
23	Portugal	€0.00
24	Luxembourg	€0.00
25	Italy	€0.00
26	Cyprus	€0.00
27	Croatia	€0.00
28	Bulgaria	€0.00

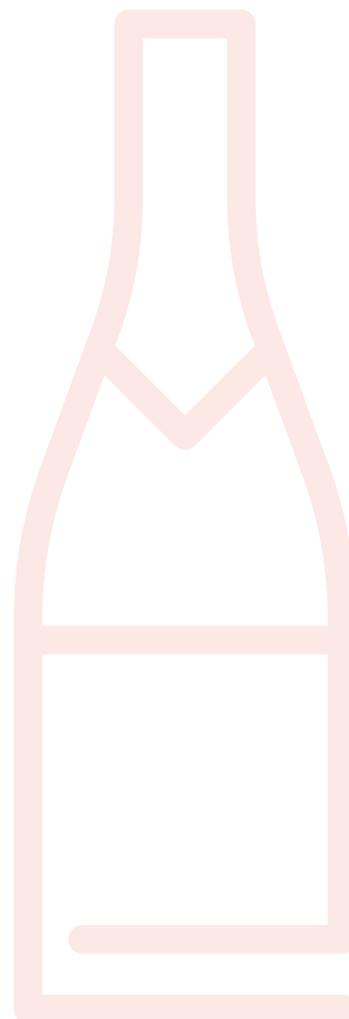
Source: Euro Stat - December 2019

Over the past decade wine excise has generated over €3 billion to the exchequer.

Excise due on importation of 1,000 cases of wine

Year	Rate per 9L	Excise per 1000 cases
2012	€23.60	€23,600
2013	€33.36	€33,360
2014	€38.24	€38,240
2015	€38.24	€38,240
2016	€38.24	€38,240
2017	€38.24	€38,240
2018	€38.24	€38,240
2019	€38.24	€38,240
2020	€38.24	€38,240
Total increase since 2012	62%	€14,640

Source: Revenue and Drinks Ireland Wine members



High excise – table wine €9 standard bottle

Year	% of tax per bottle	Tax changes in Budget	Tax amount per €9 bottle of wine
Budget 2011	39%	<i>No change</i>	€3.53
Budget 2012	41%	2% VAT increase	€3.65
Budget 2013	50%	€1 excise increase	€4.46
Budget 2014	54%	€0.50 excise increase	€4.87
Budget 2015	54%	<i>No change</i>	€4.87
Budget 2016	54%	<i>No change</i>	€4.87
Budget 2017	54%	<i>No change</i>	€4.87
Budget 2018	54%	<i>No change</i>	€4.87
Budget 2019	54%	<i>No change</i>	€4.87
Budget 2020	54%	<i>No change</i>	€4.87

Source: Revenue and Drinks Ireland Wine members

Excise rates on different price points

Retail Price	Packing and Distribution	Tax (Excise & VAT)	Remaining amount	% of VAT and Excise
€9	€3.60	€4.87	€0.53	54%
€12	€4.80	€5.40	€1.80	45%
€18	€7.20	€6.48	€4.32	36%
€24	€9.60	€7.68	€6.72	32%

Source: Revenue and Drinks Ireland Wine members

For wine alone, Irish consumers pay €3.19 per standard bottle (13% ABV) in excise which is the highest in the EU.





Drinks Ireland | Wine is the representative voice within Drinks Ireland for the wine importers and distributors of Ireland. The sector is an integral part of Ireland's tourism and hospitality offering. We liaise with relevant stake-holders to create a more sustainable business environment for our members, as well as providing members with access to industry information and an opportunity to share best practice.

Drinks Ireland | Wine is a part of Drinks Ireland



Drinks Ireland is the **ibec** group that represents alcohol drinks manufacturers and suppliers in Ireland. Ibec is the national voice of business in Ireland. Ibec represents the interests of business in Ireland and provides a wide range of direct services to its 7,500 member companies.



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