



Drinks Ireland
Cider

Irish Cider Market Report 2020

drinksireland.ie/cider

Introduction

The Covid-19 pandemic has had a significant impact on cider sales in 2020. The rolling lockdowns on our hospitality sector has increased cider purchases in the retail sector but not enough to offset the loss of cider sales in pubs, restaurants, and hotels. This report highlights the impact the pandemic has had on the cider sector.

While cider remains one of Ireland's favourite alcohol beverages, its market share has fallen from 7.4% in 2019 to 6.9% in 2020. This is due to an 11.3% fall in total cider sales in 2020 when compared to the previous year. Cider consumption per capita has fallen by 11.4%. Since 2011, per capita consumption for cider is down 23%. In 2019, it was estimated that 45% of cider sales were from pubs, restaurants and hotels. However, in 2020 an estimated 16% of cider sales were from the hospitality sector.

The value of cider exports declined by 2.7% to €58.2 million in 2020, down from €60.9million in 2019. About 90% of cider exports go to the United Kingdom. The next most popular destinations for Irish cider are the United States, Australia, New Zealand and France. The value of imported cider rose by 17% from €12.1 million in 2019 to €14.2 in 2020. About 70% cider imports (by value) come from the UK, while 15% of cider imports come from Belgium.

Over €53 million was collected in excise receipts from cider sales in 2020. That is an 11% fall in excise receipts since 2019. In the past ten years over half a billion Euro worth of excise receipts has been collected from cider sales in Ireland. Cider drinkers in Ireland continue to pay the third highest rate of excise in the EU.

Ireland's cider sector needs support from the Government. Combining excise and VAT, about 29% of pint of cider is tax. We are calling on the government for financial aid to support the coverage of costs associated with the uplift of keggered cider during the recent lockdowns. In addition we are calling for the introduction of an excise relief programme for small cider producers, similar to the one enjoyed by craft brewers, in order to foster growth and investment in the sector. This programme could be set up at a minimal cost to exchequer and result in a number of downstream benefits to other sectors including agriculture, hospitality, tourism and retail.

**Seamus O'Hara, Chairperson
Drinks Ireland | Cider**

**We are calling for
the introduction
of an excise relief
programme for
small cider
producers.**



Total cider consumption (litres of cider)

Year	Litres of Cider
2010	66,361,233
2011	66,022,433
2012	63,763,095
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

Difference
-11.3%

Source: Revenue

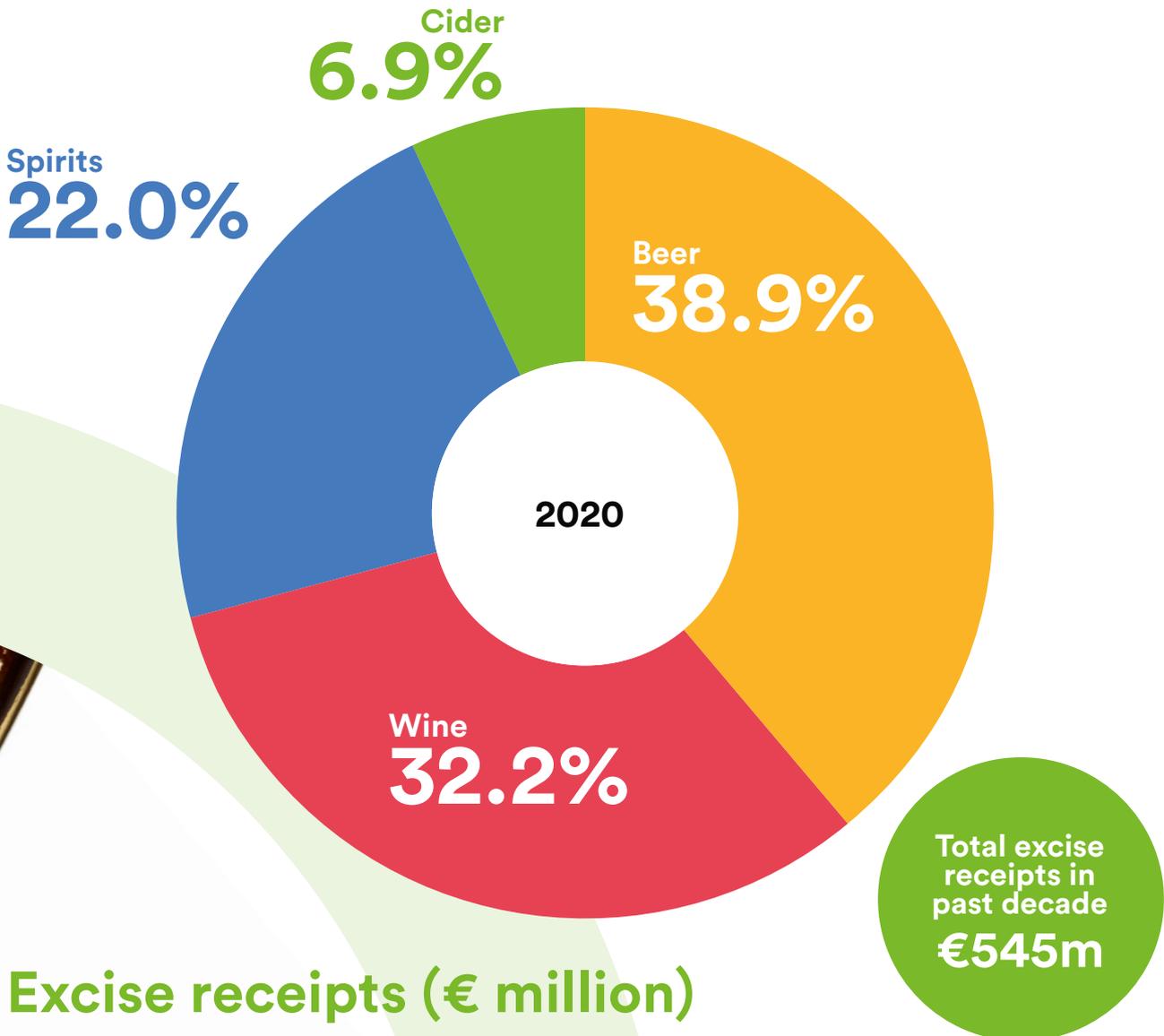
Consumption market share

Year	Beer	Spirits	Wine	Cider/Perry	Total
2011	46.5	19.2	26.5	7.8	100
2012	46.2	19.8	26.3	7.6	100
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

Source: Revenue



Alcohol consumption by category mix



Excise receipts (€ million)

Year	Beer	Wine	Spirits	Cider	Total	Cider as %
2011	307.3	247.3	231.0	44.0	830.0	5.3%
2012	308.0	263.9	231.4	42.8	846.0	5.0%
2013	358.0	290.3	302.1	51.6	1002.0	5.1%
2014	424.8	301.8	354.6	58.5	1139.8	5.1%
2015	417.0	311.0	355.0	54.0	1137.0	4.7%
2016	430.0	338.0	380.0	59.0	1207.0	4.8%
2017	424.0	353.0	382.0	61.0	1220.0	5.0%
2018	430.1	372.2	376.4	61.2	1239.9	4.9%
2019	421.4	373.4	377.9	59.8	1232.5	4.9%
2020	€351.0	€424.8	€374.0	€53.1	€1,203.0	4.4%

Source: Revenue

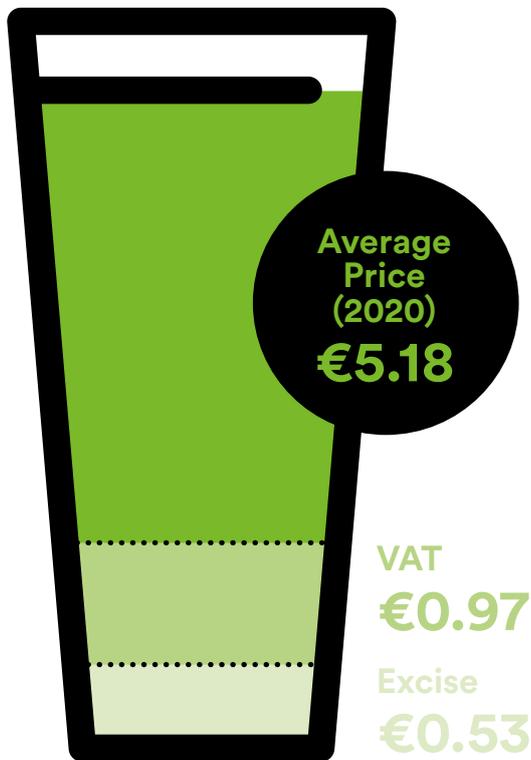
Consumption per capita

Year	Adult population – Millions (15 and over)	Million litres Alcohol content (5%) of cider	Average cider consumption per adult, litres of pure alcohol
2011	3.5983	3.301	0.92
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	3.973.8	2.7998	0.71

**Difference
-11.4%**

Source: Revenue / DIGI

Excise duty on a pint of cider



**% paid in tax
28.9%**



Source: CSO/ Revenue



The value of cider exports also declined by 2.7% to €58.2 million in 2020, down from €60.9 million in 2019. About 90% of cider exports goes to the United Kingdom.

Export value

Year	Export €m
2011	92.1
2012	80.8
2013	67.8
2014	55.5
2015	46.0
2016	68.3
2017	49.9
2018	48.8
2019	60.9
2020	58.2

Source: Eurostat



Exports declined by **2.7%**

Export destinations

Rank	Country	Value (€m)
1	UK	52.33
2	United States	3.116
3	Australia	1.907
4	New Zealand	0.199
5	France	0.103
6	Spain	0.088
7	Netherlands	0.070
8	Italy	0.056
9	Sweden	0.031
10	Denmark	0.027
Total Value of Exports for 2019		60
Total Value of Exports for 2020		58

Source: Eurostat



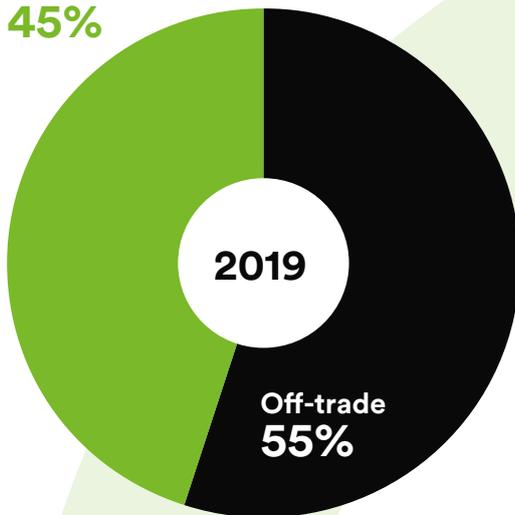
Cider imports

Rank	Country	€ million
1	UK	9.937
2	Belgium	2.147
3	Cyprus	0.304
4	Estonia	0.492
5	Sweden	0.279
Total Value of imports in 2019		€12.1million
Total Value of imports in 2020		€14.2million

Source: Eurostat

On v Off trade breakdown

On-trade
45%



On-trade
16%



Source: Industry estimates



Cider Excise in Europe

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

Rank	Country	Rate
1	Finland	€191.00
2	Sweden	€125.69
3	Ireland	€94.46
4	Denmark	€69.38
5	Lithuania	€65.46
6	Latvia	€64.00
7	Estonia	€63.35
8	Slovakia	€54.16
9	UK	€45.39
10	Netherlands	€44.24

Source: European Commission Excise Duty Tables revision – July 2020



€191.00

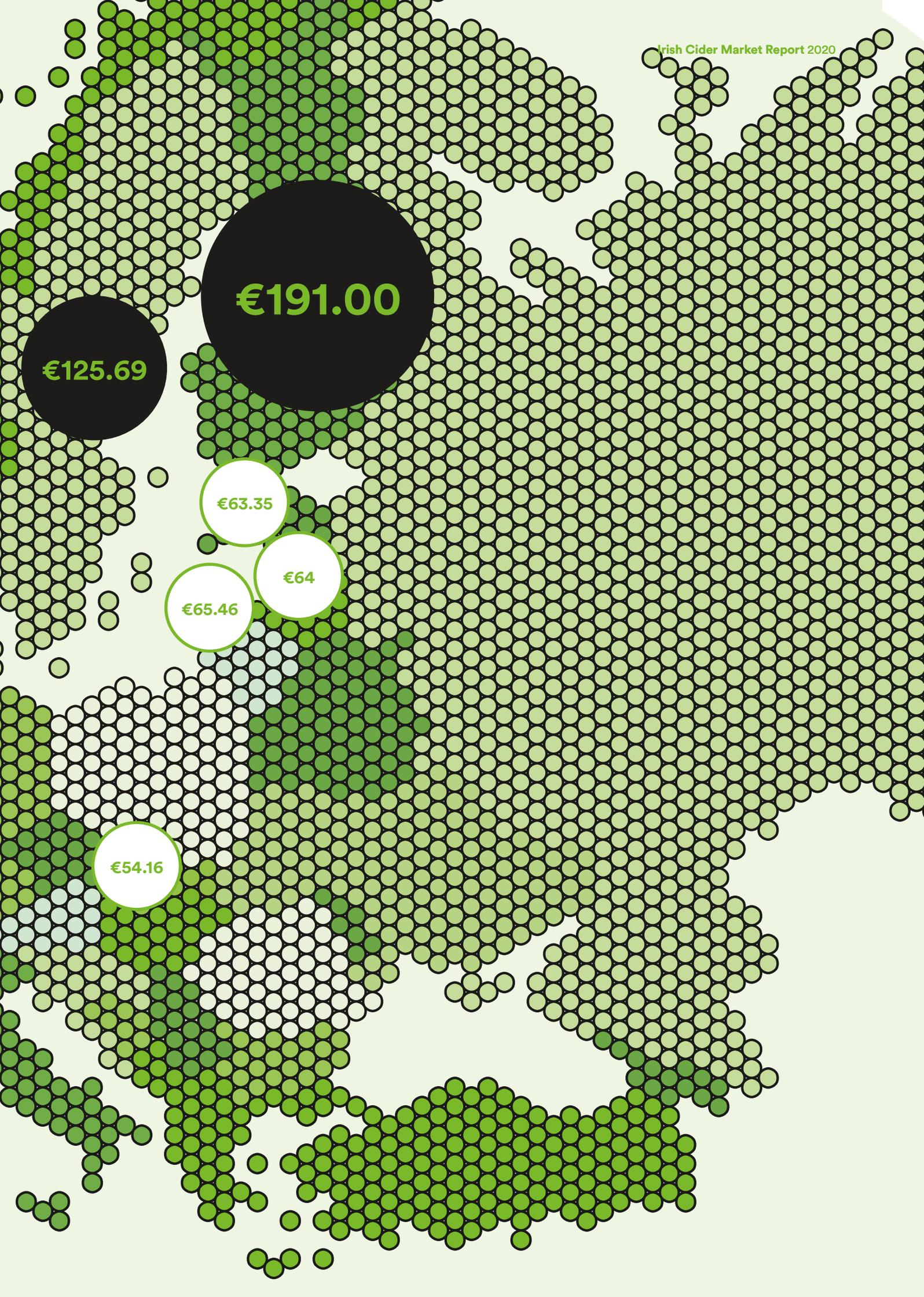
€125.69

€63.35

€65.46

€64

€54.16



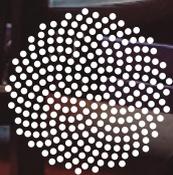
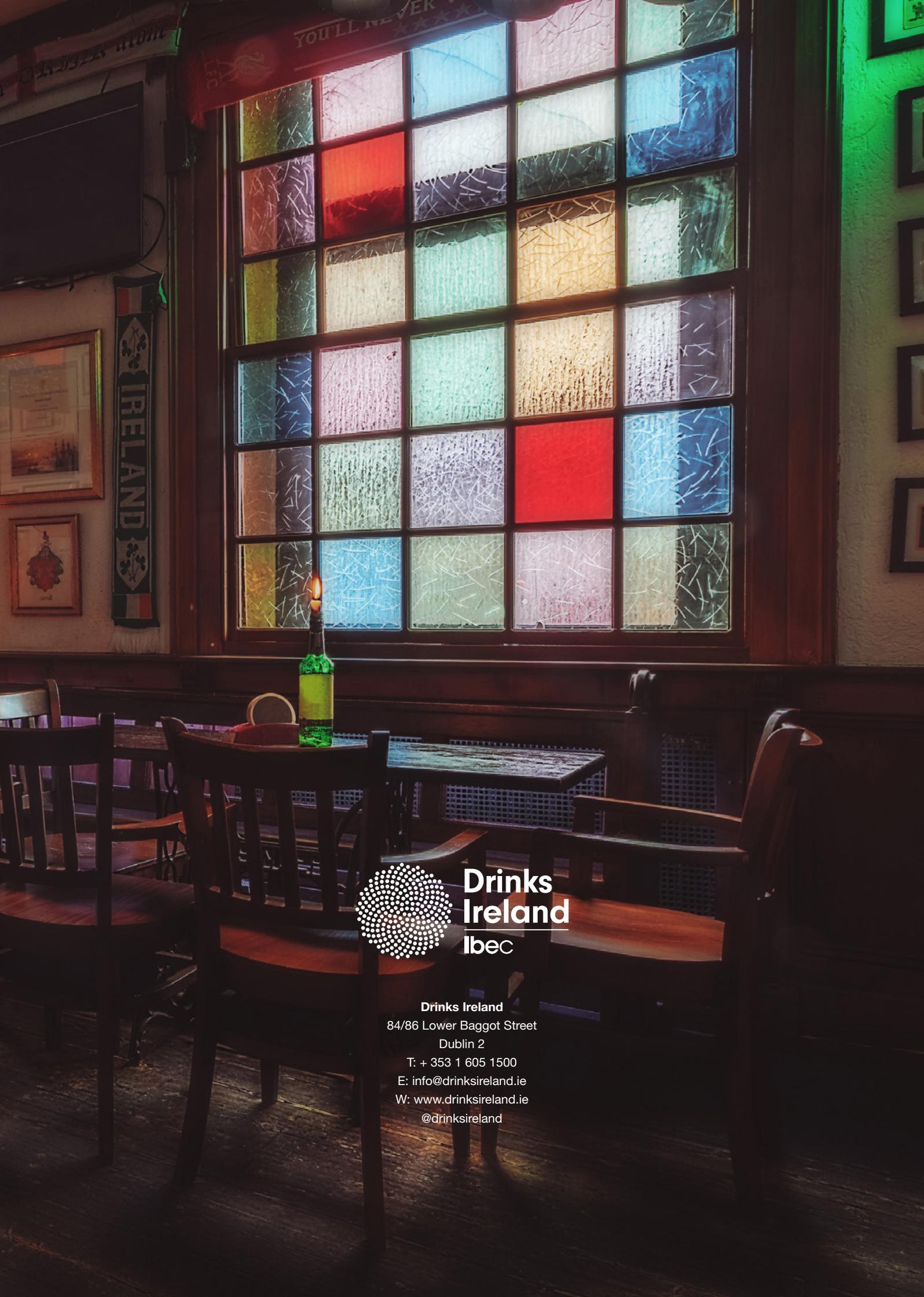


Drinks Ireland | Cider was established in 2008 and aims to promote the economic contribution of the cider industry in Ireland.

Drinks Ireland | Cider is a part of Drinks Ireland



Drinks Ireland is the **ibec** 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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