



Drinks Ireland  
Wine

# Irish Wine Market Report 2021



[drinksireland.ie/wine](https://drinksireland.ie/wine)

# Introduction

**The first year of the Covid-19 Pandemic saw record wine sales as hospitality restrictions led consumers to purchase more beverages in retail outlets. Wine was the primary beneficiary of this new reality which saw over 10 million cases sold in 2020. However, all that changed in 2021, when wine sales fell by 13% compared to the previous year. Wine sales fell to their lowest level since 2015. While they held steady for the first quarter of the year, there were significant falls in sales for the rest of 2021.**

In terms of wine's share of the alcohol market, 2020 saw a five-point increase in wine's market share to 32.2%. In 2021, wine's share went down by 2.9% to 29.3% with beer recovering its share from 38.9% to 40.2% in 2021. However, wine is still comfortably the nation's second most popular alcohol beverage.

Sparkling wine's market share declined marginally, primarily due to the ongoing restrictions on the hospitality sector last year. Rosé continues to hold a solid footing with 7% of wine's market share following years of steady growth with white wine being the nation's favourite over red.

According to this report's estimated data, Chile retains the title of the most favoured country of origin for Irish wine consumers with a 24.3% market share, a decline from 25.8% in the previous year. Chilean wine's popularity was followed by Spanish and Australian wines, respectively. While French wines remain the fourth most popular wine, it was one of the few countries that saw an increase in its market share. This was primarily due to French wine being easier to export to Ireland compared to the logistical challenges that face wine in other markets. Argentinian wine continues its market share growth while South African wines continue to struggle after years of decline.

In 2021, the wine sector contributed €385 million in excise alone to the exchequer. In the past decade wine generated over €3.5 billion to the exchequer from excise. The full reopening of Ireland's hospitality sector in late January was a welcome development. However, the introduction of a minimum unit price on alcohol in early January could distort the market in terms of types of purchases and the risk of wine purchases drifting from border counties into Northern Ireland.

As 'cost of living' issues mount, consumers continue to pay more than their EU counterparts for alcohol. Ireland still has the highest excise rate on wine in the EU. Irish consumers pay €3.19 per standard bottle of wine (13% ABV). Of the 27 EU Member States, 15 of them charge no duty on wine. For sparkling wine drinkers, the excise hit is doubled with a rate of €6.37 on a standard bottle. This is effectively a tax on life's celebrations and special occasions. As economic uncertainty amidst a 'cost of living' crisis continues, Drinks Ireland|Wine is calling for a 15% decrease on excise on wine over the next two budgets. These reductions will ease costs for businesses, while assisting hard-pressed consumers.

**Jonathan McDade**  
Director of Drinks Ireland | Wine

**In the past  
decade wine  
generated over  
€3.5 billion to  
the exchequer  
from excise.**

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## Wine sales

Year	2014	2015	2016	2017	2018	2019	2020	2021
Sales millions of cases	8.5	8.6	9.0	9.1	8.9	9.0	10.1	8.8

Source: Revenue Commissioners

Difference in sales in 2020  
**-13%**

## Wine consumption breakdown

Year	Red	White	Rosé
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%
2020	45%	48%	7%
<b>2021</b>	<b>45%</b>	<b>48%</b>	<b>7%</b>

Source: Drinks Ireland Wine member estimates

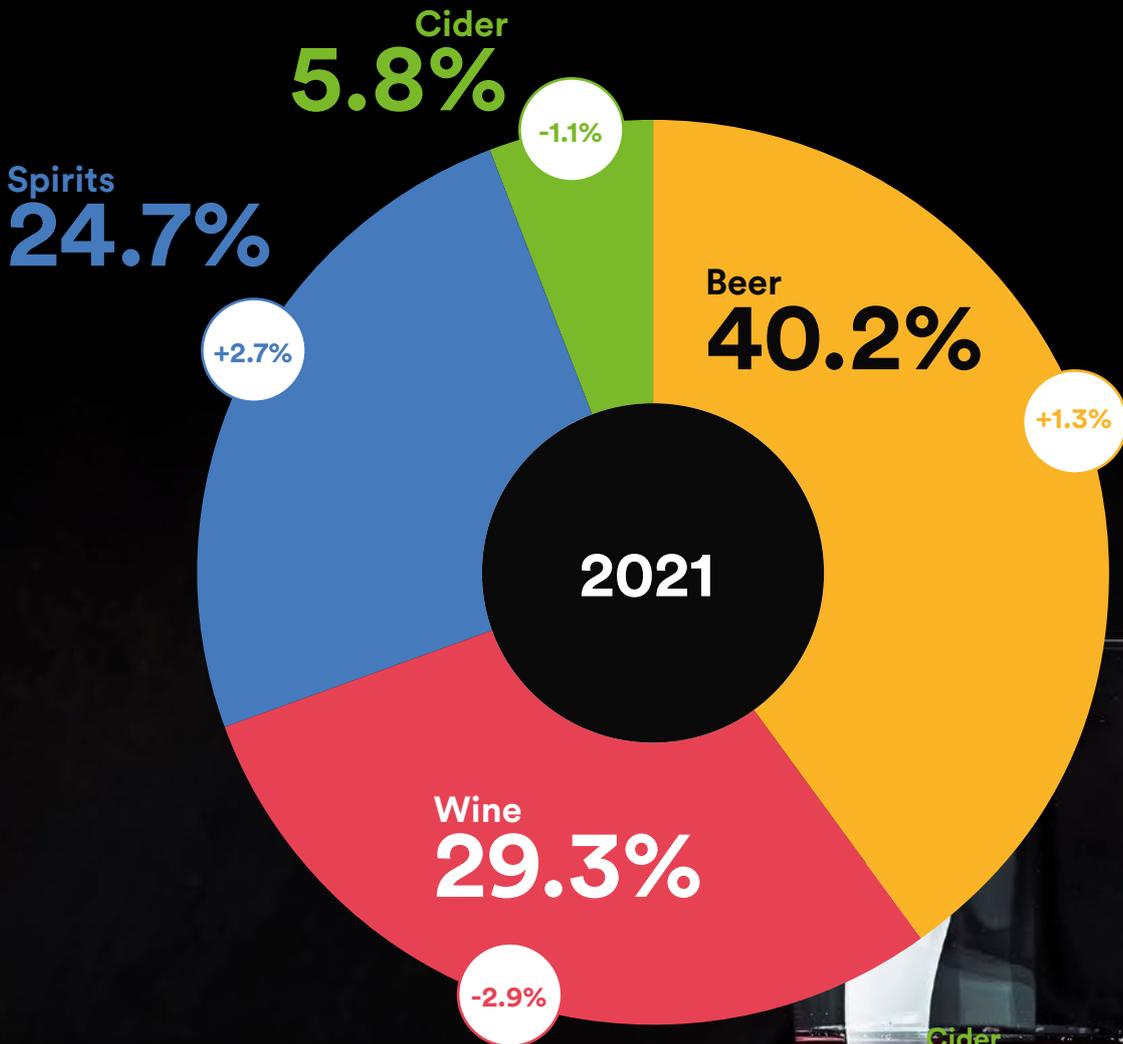
## Wine consumption per capita

	2020	2021
Consumption / adult (litres of pure alcohol)	3.259 litres	<b>2.801 litres</b>

Best on Adult Population (aged 15 and over) of 4,014,400  
Source: Revenue Commissioners

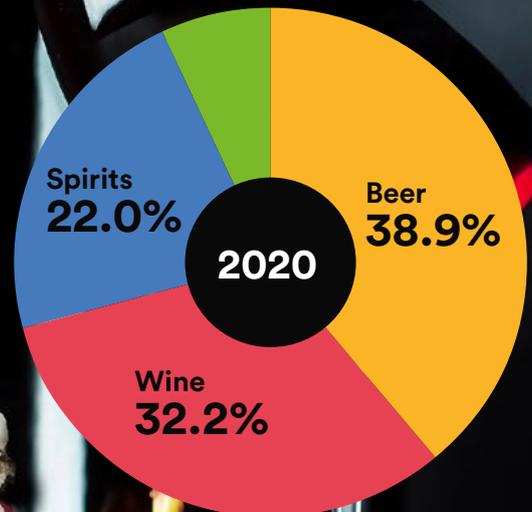
Difference in per capital consumption  
**-14%**

# Alcohol consumption by category mix



	2020	2021	Difference
Beer	38.9%	40.2%	1.3%
Wine	32.2%	29.3%	-2.9%
Spirits	22.0%	24.7%	2.7%
Cider	6.9%	5.8%	-1.1%

Source: Revenue Commissioners



## Excise receipts

Year	Beer	Wine	Spirits	Cider	Total	Wine as %
2012	€308	€231	€284	€43	€866	26.7%
2013	€358	€302	€290	€52	€1,002	30.1%
2014	€425	€355	€302	€59	€1,141	31.1%
2015	€417	€355	€311	€54	€1,137	31.2%
2016	€430	€380	€338	€59	€1,207	31.5%
2017	€424	€382	€353	€61	€1,220	31.3%
2018	€430	€376	€372	€61	€1,239	30.3%
2019	€421	€378	€373	€60	€1,233	30.3%
2020	€351	€425	€374	€53	€1,203	35.3%
<b>2021</b>	<b>€351</b>	<b>€385</b>	<b>€389</b>	<b>€51</b>	<b>€1,176</b>	<b>32.7%</b>

Source: Revenue Commissioners

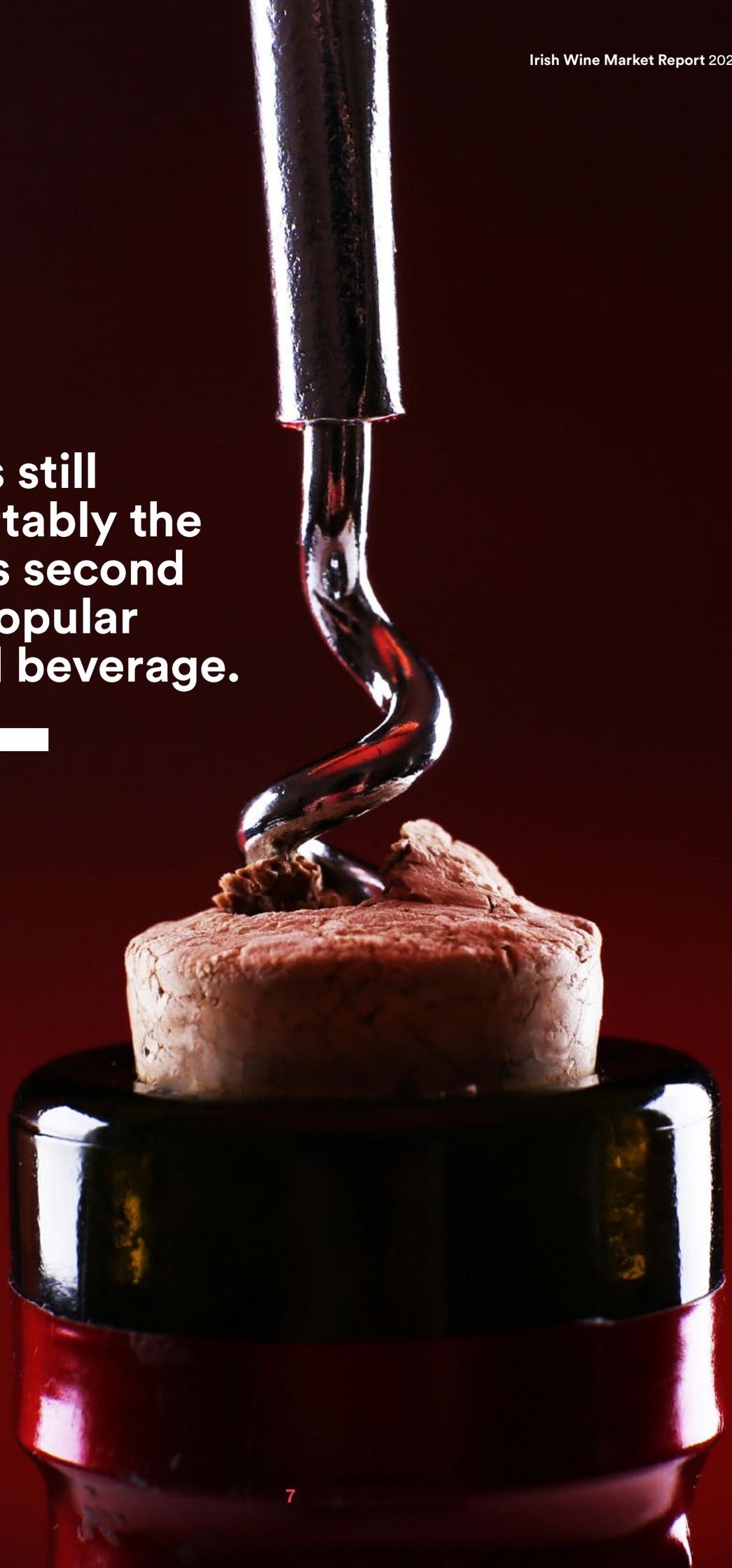
## Wine category

%	2020	2021
Table Wine (still)	96.7%	96.5%
High strength	0.1%	0.3%
Low strength	0.9%	1.2%
Sparkling	2.3%	2.0%

Source: Revenue Commissioners / industry estimates

**Wine is still  
comfortably the  
nation's second  
most popular  
alcohol beverage.**

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## Country of origin for still wine

	Cases 2000	Cases 2015	Cases 2016	Cases 2017	Cases 2018	Cases 2019	Cases 2020	Cases 2021
Chile	669,000	2,166,955	2,308,600	2,446,295	2,415,128	2,476,438	2,602,151	<b>2,128,085</b>
Spain	257,000	1,012,877	1,109,210	1,141,605	1,154,289	1,260,732	1,553,222	<b>1,339,905</b>
Australia	750,000	1,548,308	1,596,180	1,513,079	1,385,147	1,152,669	1,391,848	<b>1,164,754</b>
France	1,043,000	1,199,105	1,163,318	1,150,665	1,056,619	1,134,659	1,210,303	<b>1,112,209</b>
Italy	386,000	813,679	874,743	851,673	834,640	882,513	1,008,586	<b>875,755</b>
New Zealand	41,000	425,913	505,006	543,621	568,265	639,371	706,010	<b>560,483</b>
United States	632,000	616,683	631,258	597,983	621,540	612,356	645,495	<b>525,453</b>
Argentina	96,000	196,308	252,403	271,811	284,132	324,188	433,692	<b>411,605</b>
South Africa	332,000	376,862	342,683	326,173	301,891	243,141	221,889	<b>175,151</b>
All others	278,000	208,644	234,569	217,449	257,496	279,161	312,662	<b>464,151</b>
<b>Total Table Wine</b>	<b>4,484,000</b>	<b>8,565,038</b>	<b>9,017,970</b>	<b>9,060,354</b>	<b>8,879,147</b>	<b>9,005,230</b>	<b>10,085,858</b>	<b>8,757,551</b>
Europe	1,946,000	3,207,993	3,256,107	3,361,392	3,303,044	3,557,067	4,084,773	<b>3,792,020</b>
Rest of World	2,538,000	5,357,045	5,761,863	5,698,962	5,576,103	5,448,163	6,001,085	<b>4,965,531</b>

Source: Member data, trade estimates and Revenue Commissioners

## Percentage share

	Share % 2000	Share % 2015	Share % 2016	Share % 2017	Share % 2018	Share % 2019	Share % 2020	Share % 2021	Difference in market share
Chile	14.9%	25.3%	25.6%	27.0%	27.2%	27.5%	25.8%	<b>24.3%</b>	-1.5%
Spain	5.7%	11.8%	12.3%	12.6%	13.0%	14.0%	15.4%	<b>15.3%</b>	-0.1%
Australia	16.7%	18.1%	17.7%	16.7%	15.6%	12.8%	13.8%	<b>13.3%</b>	-0.5%
France	23.0%	14.0%	12.9%	12.7%	11.9%	12.6%	12.0%	<b>12.7%</b>	0.7%
Italy	8.9%	9.5%	9.7%	9.4%	9.4%	9.8%	10.0%	<b>10.0%</b>	0.0%
New Zealand	0.9%	5.0%	5.6%	6.0%	6.4%	7.1%	7.0%	<b>6.4%</b>	-0.6%
United States	14.1%	Sha	7.0%	6.6%	7.0%	6.8%	6.4%	<b>6.0%</b>	-0.4%
Argentina	2.2%	2.3%	2.8%	3.0%	3.2%	3.6%	4.3%	<b>4.7%</b>	0.4%
South Africa	7.4%	4.4%	3.8%	3.6%	3.4%	2.7%	2.2%	<b>2.0%</b>	-0.2%
All others	5.5%	2.4%	2.4%	2.4%	2.9%	3.1%	3.1%	<b>5.3%</b>	2.2%

<b>Total Table Wine</b>	<b>100%</b>								
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Europe	43.4%	37.5%	36.2%	37.1%	37.8%	39.5%	40.5%	<b>43.3%</b>	
Rest of World	56.6%	62.5%	63.8%	62.9%	62.7%	60.5%	59.5%	<b>56.7%</b>	

Source: Member data, trade estimates and Revenue Commissioners



## EU and UK excise rates 2020

2020 Excise tax per 750ml bottle  
of STILL WINE – 13% ABV

Rank	Country	Rate
1	Ireland	€3.19
2	Finland	€3.16
3	UK	€2.65
4	Sweden	€1.87
5	Lithuania	€1.24
6	Denmark	€1.13
7	Estonia	€1.10
8	Latvia	€0.83
9	Netherlands	€0.66
10	Belgium	€0.56
11	Poland	€0.29
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

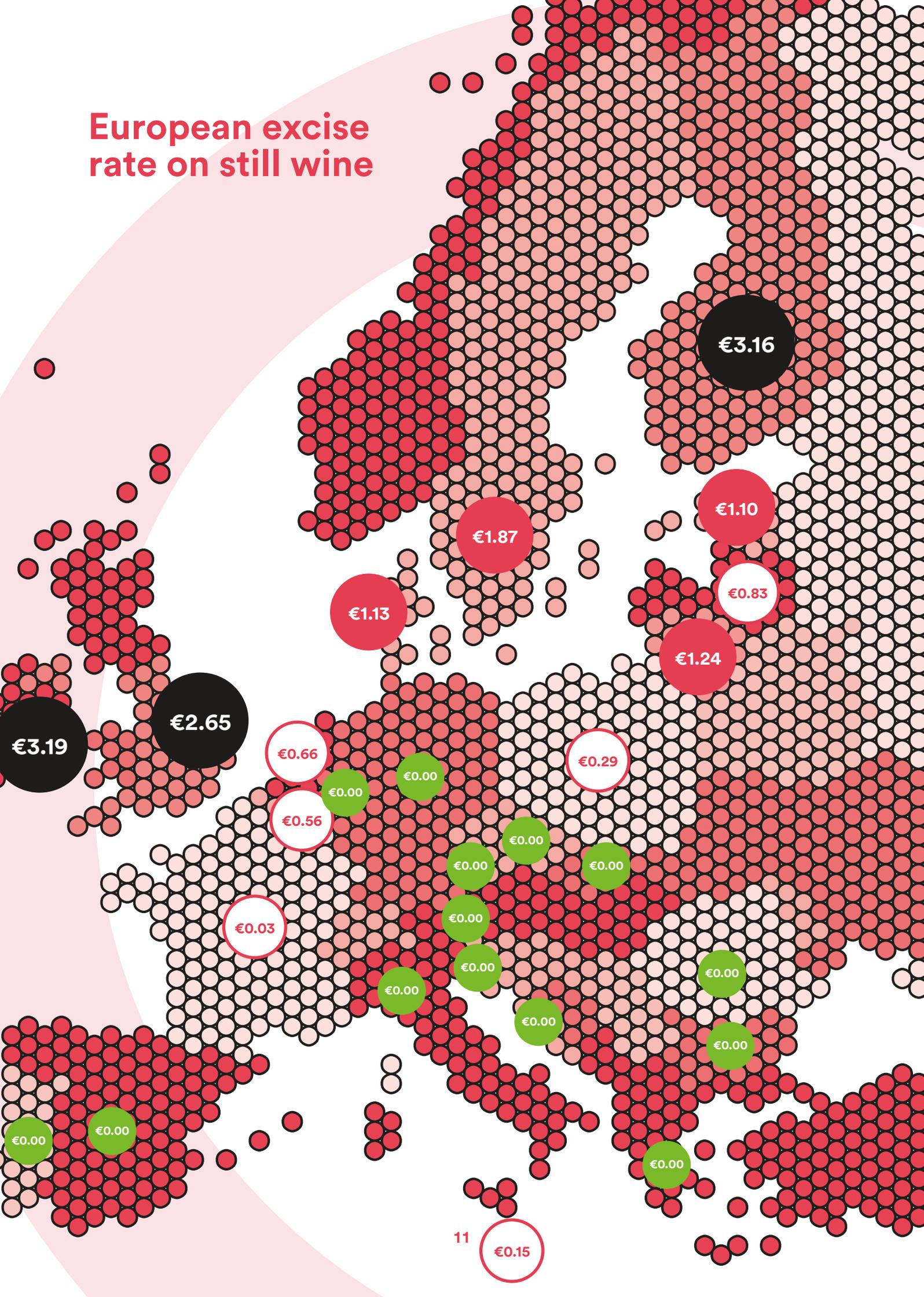
Source: Eurostat, July 2021

2020 Excise tax per 750ml bottle  
of SPARKLING WINE – 13% ABV

Rank	Country	Rate
1	Ireland	€6.37
2	UK	€3.39
3	Finland	€3.16
4	Belgium	€1.92
5	Sweden	€1.87
6	Denmark	€1.47
7	Lithuania	€1.24
8	Estonia	€1.11
9	Germany	€1.02
10	Latvia	€0.83
11	Czech Republic	€0.65
12	Netherlands	€0.66
13	Slovakia	€0.60
14	Hungary	€0.34
15	Poland	€0.29
16	Malta	€0.15
17	Romania	€0.08
18	France	€0.07
19	Austria	€0.00
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: Eurostat, July 2021

# European excise rate on still wine



## 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
<b>2021</b>	<b>€38.24</b>	<b>€38,240</b>
<b>Total increase since 2012</b>	<b>62%</b>	<b>€14,640</b>

Source: Revenue Commissioners and Drinks Ireland | Wine members

## High excise on wine – 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
<b>Budget 2021</b>	<b>54%</b>	<b><i>No change</i></b>	<b>€4.87</b>

Source: Revenue Commissioners and Drinks Ireland | Wine members

## High excise rates tables – impact of taxes 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 Commissioners and Drinks Ireland | Wine members



**As ‘cost of living’ issues mount, consumers continue to pay more than their EU counterparts for alcohol. Ireland still has the highest excise rate on wine 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 sector association that represents the interests of alcohol drinks manufacturers, brand owners and suppliers on the island of Ireland. Drinks Ireland represents all categories of alcohol products in one trade association through its various category trade associations:

- Drinks Ireland|Beer
- Drinks Ireland|Cider
- Drinks Ireland|Spirits
- **Drinks Ireland|Wine**
- Irish Whiskey Association



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