



Drinks Ireland  
Cider

# Irish Cider Market Report 2021

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

# Introduction

**In 2021, the pandemic continued to have a significant impact on the cider sector with a decline in sales and exports. Typically, cider, like beer has a much higher proportion of sales in the hospitality sector compared to spirits and wine. The closure of the hospitality sector in the first half of 2021 had a negative impact on sales, but there was a noticeable recovery in cider sales in the second half in 2021.**

In 2021, cider sales declined by 4.2% compared to 2020 which is 15.1%, down compared to 2019, before the pandemic. In terms of cider share of the alcohol market, it has fallen by 1.1% to a share of 5.8%. In 2019, cider's share of the alcohol market was 7.4% which was a fall of 1.6 points in two years. In terms of per capita consumption, cider consumption has fallen by 5.6% in 2021 compared to the previous year. Total cider consumption in 2021 is down by 16.8% compared to 2019.

Cider exports took a significant hit. In 2021, the estimated value of cider exports was €25 million, which is 56% down from the previous year. The most popular destination for Irish cider is the UK where the value of cider exports fell significantly. The second most popular destination is the United States followed by the Netherlands. The value of imported cider also fell in 2021, by 13%. The most popular international cider for Irish consumers is from the United Kingdom, followed by Belgian cider. The value of imported cider has returned to pre-pandemic levels.

After two challenging years, Ireland's cider sector needs support from the Government. Combining excise and VAT, about 28% of pint of cider is tax. We are calling on the government to reduce excise on cider in the forthcoming budget. Drinks Ireland | Cider welcomed last year's Budget speech by the Minister for Finance who promised the introduction of an excise relief programme for small cider producers, like the one enjoyed by craft brewers. This move will foster growth and investment in the sector. Drinks Ireland | Cider is looking forward to seeing the details of the excise relief programme for craft producers in this year's Finance Bill.

Despite the challenging times, there is hope of optimism. The second half of 2021 saw a 20% increase in cider sales which coincided with the easing of restrictions of the hospitality sector. The full reopening of Ireland's hospitality sector in January 2022 will hopefully provide a much-needed boost for the cider sector.

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

**After two challenging years, Ireland's cider sector needs support from the Government. We are calling on the government to reduce excise on cider in the forthcoming budget.**

---





## Total cider consumption (litres of cider)

Year	Litres of Cider
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
<b>2021</b>	<b>53,603,386</b>

Difference  
**-4.2%**

Source: Revenue Commissioners

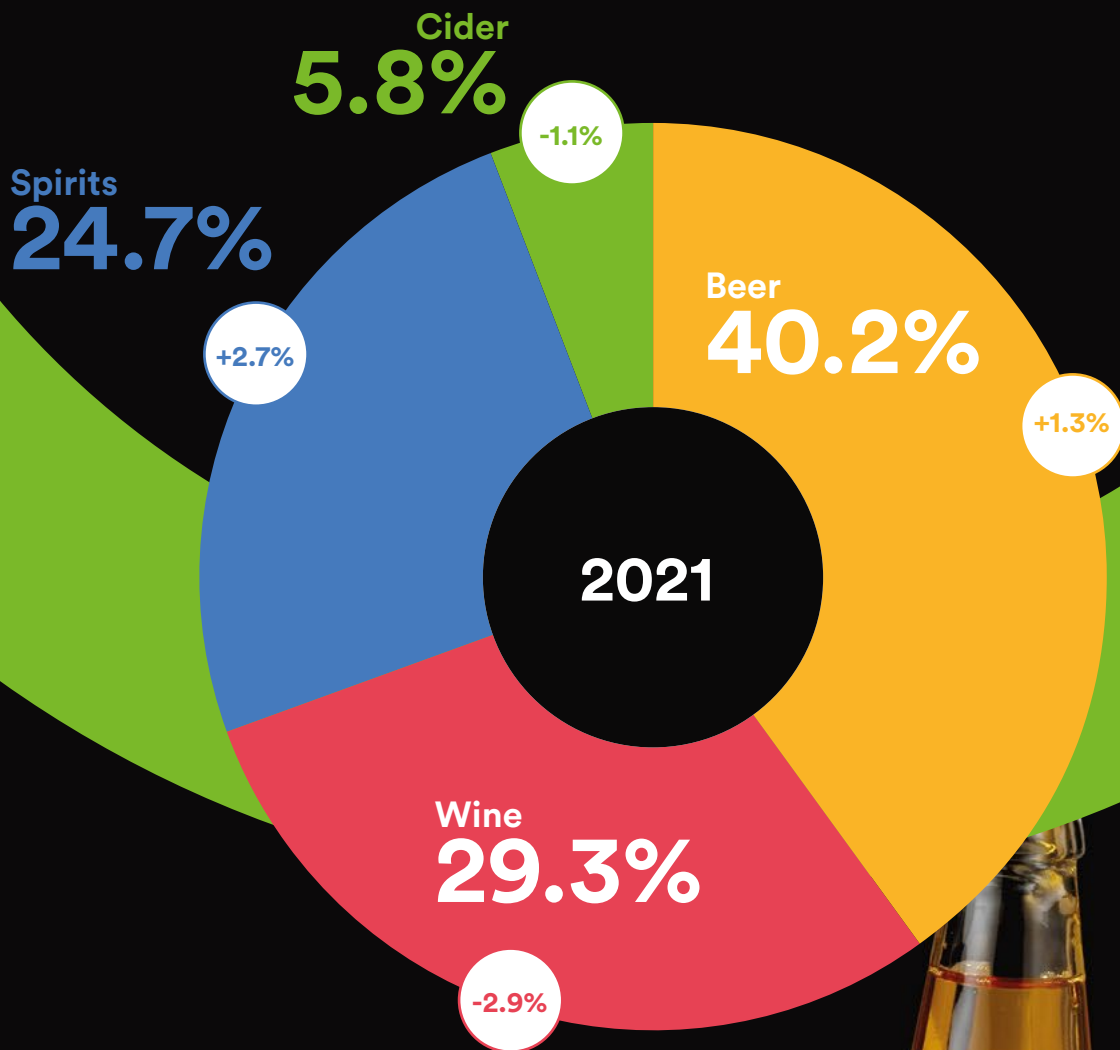
## Consumption per capita

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
<b>2021</b>	<b>4.192 0</b>	<b>2.680</b>	<b>0.67</b>

Difference  
**-5.6%**

Source: Revenue Commissioners / DIGI

# Alcohol consumption by category mix



## Alcohol consumption market share

Year	Beer	Spirits	Wine	Cider/Perry	Total
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
<b>2021</b>	<b>40.2</b>	<b>24.7</b>	<b>29.3</b>	<b>5.8</b>	<b>100</b>

Difference  
**-1.1%**

Source: Revenue Commissioners

## Excise receipts (€ million)

Year	Beer	Wine	Spirits	Cider	Total
2012	€308	€231	€284	€43	€866
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
<b>2021</b>	<b>€351</b>	<b>€385</b>	<b>€389</b>	<b>€51</b>	<b>€1,176</b>

Total excise receipts in past decade  
**€553m**

Difference  
**-5.6%**

Source: Revenue Commissioners

## Excise duty on a pint of cider



Average price (Feb 2022)  
**€5.57**

VAT at 23%  
**€1.04**

Excise  
**€0.54**

Total tax  
**€1.58**

% paid in tax  
**28.4%**

## Export value

Year	Export €m
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
<b>2021</b>	<b>25.0</b>

Source: Eurostat – estimated

## Export destinations

Rank	Country	Value (€m)
1	UK	€9.2
2	United States	€8.3
3	Netherlands	€2.2
4	Australia	€1.3
5	New Zealand	€0.2
Estimated total value of exports for 2020		<b>€52.8m</b>
Estimated total value of exports for 2021		<b>€25.0m</b>

Source: Eurostat – estimated

## Cider imports

Rank	Country	Value (€m)
1	UK	€8.9
2	Belgium	€1.3
3	Netherlands	€0.6
4	United States	€0.5
5	Estonia	€0.3
Total value of exports for 2020		<b>€14.2m</b>
Total value of exports for 2021		<b>€12.1m</b>

Source: Eurostat – estimated

% Difference  
**-56.2%**

% Difference  
**-13.3%**

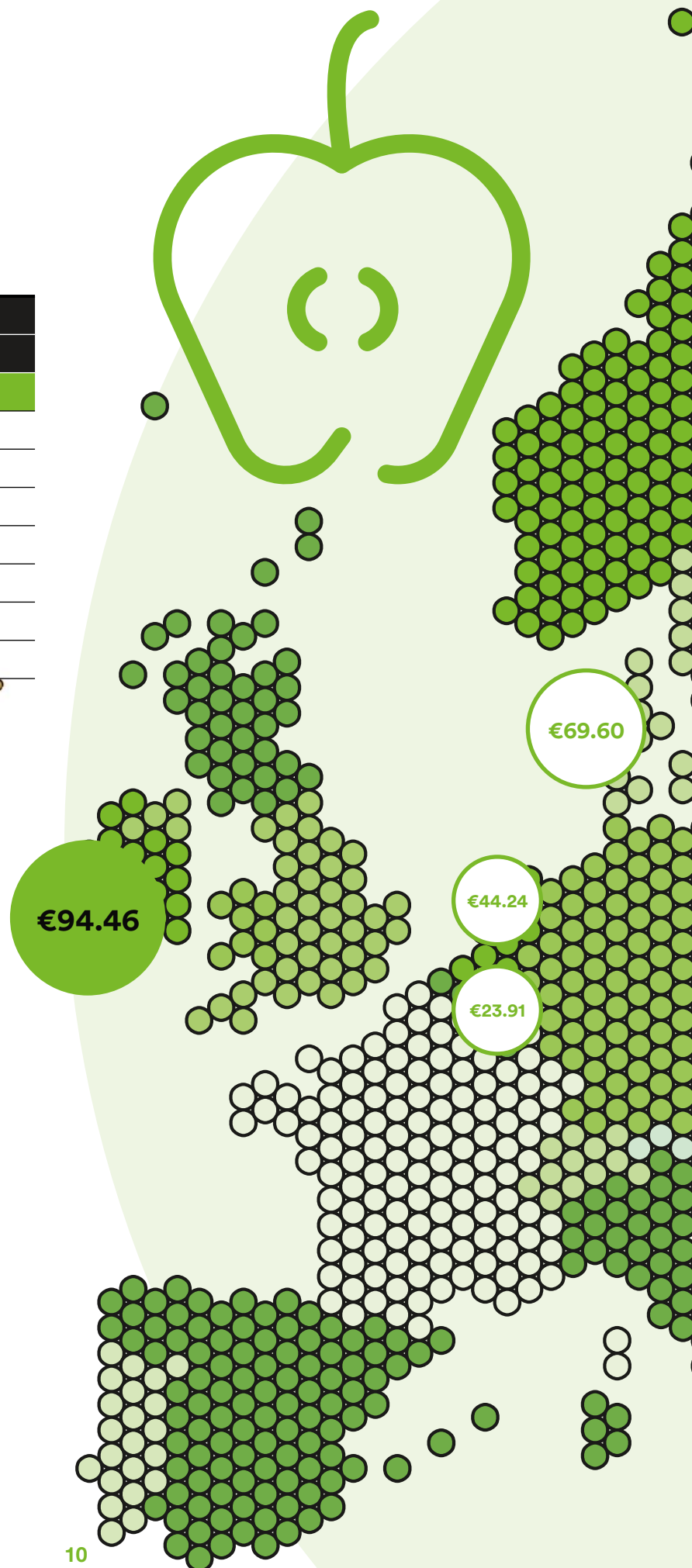


# Cider excise in Europe

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

Rank	Country	Rate
1	Finland	€198.00
2	Sweden	€129.51
3	Ireland	€94.46
4	Denmark	€69.60
5	Lithuania	€65.46
6	Latvia	€64.00
7	Estonia	€63.65
8	Slovakia	€54.16
9	Netherlands	€44.24
10	Belgium	€23.91

Source: European Commission Excise Duty  
Tables revision – July 2022





€198.00

€129.51

€63.35

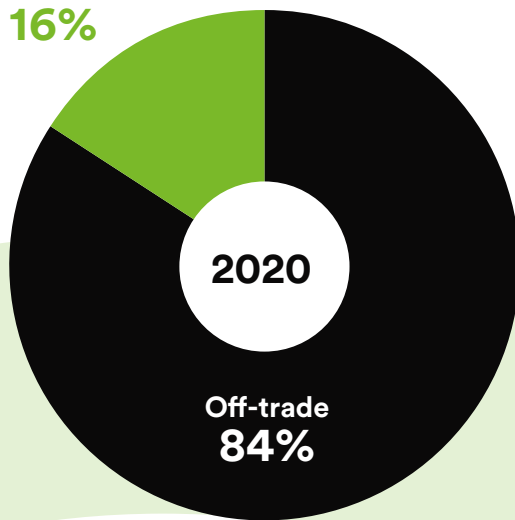
€64.00

€65.46

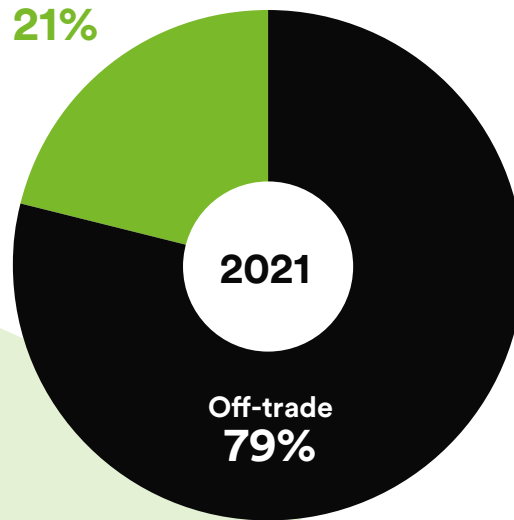
€54.16

## On v Off trade breakdown

On-trade  
16%

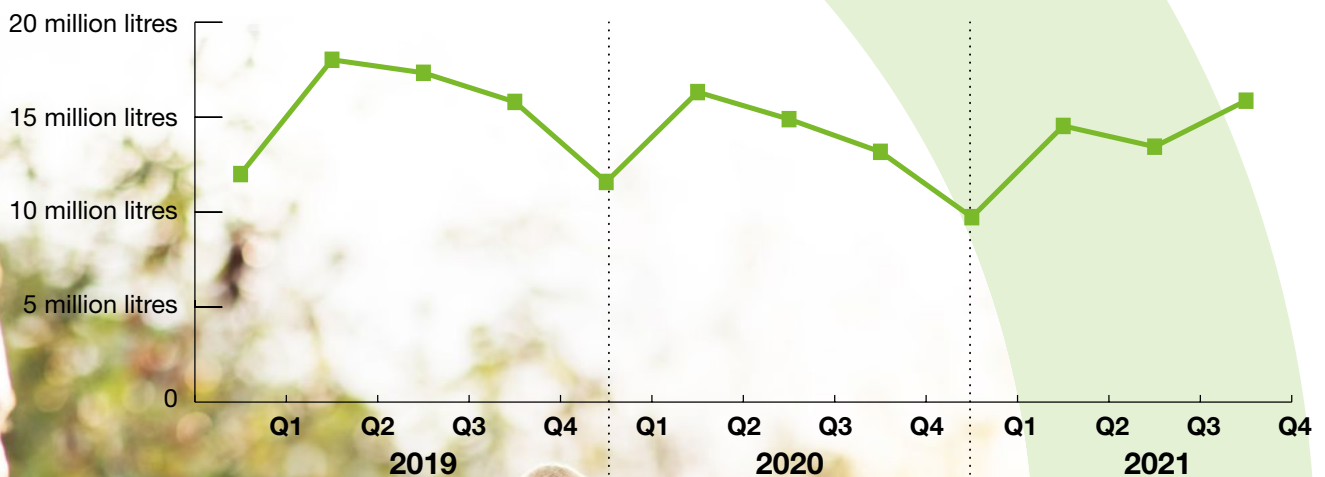


On-trade  
21%



Source: Industry estimates

## Quarterly cider sales over the past three years



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** 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.





**Drinks  
Ireland**  
Ibec

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