Drinks Ireland
Spirits

# Irish Spirits Market Report 2021

ibec.ie/drinksireland/**spirits**

# Foreword

## Welcome to this, the sixth spirits industry and market report, issued by Drinks Ireland. It focuses, as previous reports have on the spirits sector and its experiences in Ireland in the previous calendar year.

2021 was again a year in which the impact of the Covid-19 pandemic on the sector was felt. It was, however, a different experience to 2020 as it was a year during which Ireland was both open and closed in roughly equal measure.

The first half of 2021 saw the ongoing lockdown of the country which had a continued impact on sales across the various categories. In this the spirits category suffered less than other categories given its lesser dependency on the on-trade however, as with the previous year, the sector was not untouched by Covid-19.

2021 was another challenging year for visitor centres and brand homes in the Irish spirits sector. Industry figures point to visitor numbers to Irish Whiskey distilleries being 87% down on the 2019 pre-pandemic peak. This was a result of various Covid-19 restrictions applied by Governments, the collapse in international travel and the decision by some distilleries to remain closed to visitors to protect production. Despite the challenges of 2020 and 2021, Irish spirits tourism is reported to be bouncing back strongly in 2022.

The second half of the year did see a recovery across the various alcohol categories as the country reopened. Spirits sector data show a clear recovery with the three Irish GI categories delivering increased sales of roughly 23%, 18% and 94% for Irish Whiskey, Irish Cream and Poitín respectively.

In last year's report I highlighted the other challenges rumbling along in the background, noting two in particular: Brexit and transatlantic tariffs. Brexit remains a challenge, in particular the business of trading between Ireland /the European Union and Great Britain. The Northern Ireland Protocol is working for our members, and Northern Ireland is reaping the benefits, being one of the few regions of the United Kingdom improving its overall economic situation. However, the Ireland /European Union /United Kingdom relationship remains a hostage to and bedevilled by domestic UK political considerations.

In better news the European Union and the United States stepped back from escalating their various tariff disputes even further. Tariffs in the Airbus /Boeing dispute have been suspended until 2025. The more immediate concern was the built-in doubling of European rebalancing tariffs imposed on US Whiskey and Bourbon which was due to happen in July of last year. This was initially deferred to December with a subsequent deferral for a two-year period (ending December 2023) announced in November. Both decisions were welcome relief to the transatlantic spirits sector and helped deescalate tensions. However, it should be noted that both are, what can best be described as, armistices. They are temporary suspensions intended to buy time to enable negotiations on steel and aluminium and aircraft subsidies progress. Progress needs to be made in resolving these disputes so that they don't reignite with unrelated sectors such as spirits once again ending up back in the firing line and subject to further financial and reputational damage.

While not wanting to end on a downbeat note, it must be pointed out once again, that Ireland has the second highest overall excise tax on drinks products in Europe with spirits having the third highest rates behind Finland and Sweden. The spirits industry is of significant importance to the economic, social, and cultural fabric of the country and provides employment to approximately 180,000 people. Ireland levies a disproportionate percentage of the tax burden on our drinks producing businesses who are promoting Ireland Inc. on the global stage.

Before finishing I would like to thank both our members and non-members who provided information which has allowed us to continue to compile estimated data for Poitín. No other publication or organisation attempts to provide an estimate of annual sales for this, the smallest of the three Irish GI categories. I would like to acknowledge the openness of those who distill Poitín or have Poitín brands who have shared their information with a view to estimating such a figure.

Finally, I would like to thank all those whose input has helped assemble this report. These include the IWSR, Revenue Commissioners, CSO, Eurostat, our colleagues in Ibec and Drinks Ireland member companies who have provided industry data. Without your assistance this report would not have been possible.

**Bryan Fallon**
**Chair, Drinks Ireland | Spirits**

# Introduction

**This report assesses the performance of both Ireland's dynamic domestic spirits market and our thriving spirits export industry. However, and as previously stated, it does so for the most recent calendar year that we have full data available for (2021). In doing this it focuses on a second year impacted, but thankfully not overwhelmed, by the Covid-19 pandemic.**

The developments that stood out in 2021 in our view were:

- The spirits sector once again showed its resilience in the face of the domestic and global challenge of the Covid-19 pandemic and the reaction /over reaction of the Irish State and others to it. Spirits sales in Ireland increased by roughly 8% in 2021 to 2.55 million nine litre cases sold. A similar trend was seen in the value of exports which increased roughly 25% to €1.2 billion. These increases reverse the falls in sales in 2020 and move both domestic sales and exports ahead of their 2019 figures.
- Global Travel Retail (GTR) as a market which companies target and sell product to collapsed in 2020. There was a better than expected recovery in 2021 but sales came nowhere close to matching their pre-pandemic levels. Recovery will continue to be dependent on /go hand-in-hand with international travel returning to a pre-pandemic level. However, as we are seeing in 2022, it does not take a global pandemic for international travel, and with it GTR, to hit speedbumps on the runway.
- Irish Whiskey's spectacular growth continued with sales reaching 14 million cases in 2021. The United States continued to be the key export destination for the category. It is noteworthy that Russia overtook the United Kingdom as the number two overseas destination for Irish Whiskey in 2021. However, and for reasons readers are familiar with, this will not be maintained in 2022.
- Irish Cream continued to grow sales in Ireland and globally. Global sales increased at a pace not too dissimilar to that of Irish Whiskey. In 2021 sales stood just shy of breaking the 10 million cases barrier and given the current trajectory this is likely to happen in 2022.
- The standout percentage increase for the three Irish GIs is Poitín. However, we must bear in mind that in comparison to both Irish Whiskey and Irish Cream we are highlighting a category that sells cases in the thousands as opposed to the millions (and six rather than nine litre cases at that). This increase sees sales for the category comparable to those in 2017. So, this estimated figure represents a halting of the decline in sales in recent years. This increase has been attributed to e-commerce sales and some success for the category in Dublin airport. While welcoming this change in trajectory there is still much that can be done by the state, to help promote and grow this Irish spirits GI category.

- IWSR identified Ready To Drink (RTD) products as one of the stand-out categories during the pandemic, increasing in volume by +14% in 2021 on top of +26% growth in 2020. RTD sales in Ireland mirrored this trend with cocktails and long drinks (plus 60%), hard seltzers (plus 46%) and flavoured alcoholic beverages (plus 27%) all seeing market share increases in 2021. The primary sales channel for these products, unsurprisingly, was the off-trade. Most RTD products were imported into Ireland however there has been a steady increase over the last three years in locally produced RTD products which is likely to continue.

- No and Low alcohol product consumption is also growing in Ireland. As a market it caters to consumers across the board but in particular to Gen Z'ers and the health-conscious drinker. Unsurprisingly beer (both No and Low alcohol) and cider (no alcohol) lead the way in this category. However, a small No and Low alcohol spirits category has started to emerge. While very small by comparison to beer the growth of this category from 2020 to 2021 still represents an astonishing figure of 313%.

- For the second year running, revenue raised from alcohol has declined, with 2021 revenues over 2% lower than 2020. In contrast, net excise receipts for spirits drinks increased for the twelfth year in a row coming in at €388.7 million. Given that spirits drinks receipts in 2010 were €243.5 million this represents a net increase of 60% in the tax take on spirits drinks in just over a decade.

- Delving deeper into the 2021 figures the Q4 period accounts for an annual spike in spirits sales that is not mirrored in other categories. In contrast to beer and cider (see Drinks Ireland's Beer and Cider reports), where sales and consequently the excise take tends not to change too dramatically (2020 /21 being notable exceptions due to covid related lockdowns), Q4 sales /excise receipts in the spirits category jump roughly 42% in comparison to the Q3 take. This happens on an annual basis.

- In 2021 almost all the various spirit categories saw an increase in sales. Irish Whiskey, Gin, Irish Cream, Rum, US Whiskies all moved past their 2019 sales figures. The notable exception to this was Vodka which, while improving on its 2020 sales, still fell short of its 2019 figure. It remains, however, the most sold /purchased spirit drink category in Ireland. Conversely, the other exception, is Scotch Whisky which following a slight Covid-19 pickup in 2020, has resumed its general downwards trajectory in Ireland driven, most obviously, we believe, by the country's embracing of its own Irish Whiskey category.

- 2021 data once again shows clearly that there was a reduction in the annual average consumption of alcohol per adult in Ireland. Total consumption decreased by 4% while at the same time there was an increase in the adult population of 1%. In 2021 the average consumption fell below 10 litres per adult (LPA) for the first time coming in at 9.56 LPA. In 2001 consumption was 14.44 LPA. Since that date the average LPA consumption has declined by 33%.

Drinks Ireland is proud to represent Ireland's successful drinks industry. Spirits continues to lead the way and once again I, and my Drinks Ireland colleagues, congratulate all our members on their considerable achievements in making this happen.

**Vincent McGovern**
**Director of Spirits | Drinks Ireland**

# Ireland's most popular spirits categories

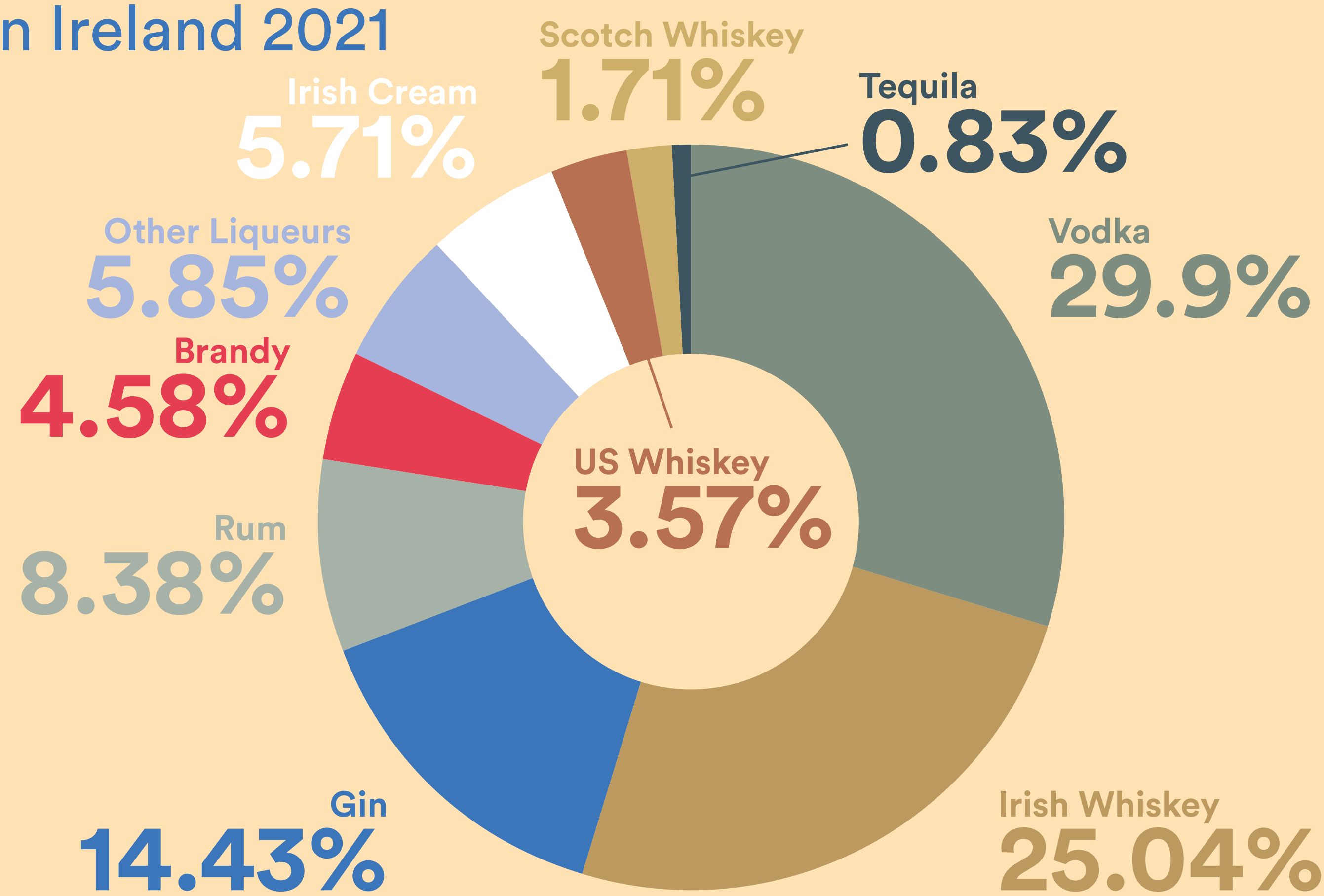
## Sales in Ireland 2021

| Spirit Category | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | Change 2020-2021 |
|---|---|---|---|---|---|---|---|---|---|
| Vodka | 805.5 | 743.75 | 750.95 | 750.00 | 786 | 791 | 710.7 | 740* | 4.12% |
| Irish Whiskey | 468 | 504.25 | 521.75 | 548.25 | 584.75 | 590.45 | 591 | 619.6 | 4.8% |
| Gin (incl. Irish Gin) | 111.25 | 125.5 | 171.25 | 245.65 | 323.65 | 338.5 | 316 | 357 | 12.97% |
| Rum | 211 | 179.25 | 176.5 | 175.5 | 169.5 | 172.5 | 181.3 | 207.3 | 14.34% |
| Brandy | 108.25 | 111.75 | 118 | 117.25 | 119 | 117 | 107.75 | 113.5 | 5.33% |
| Other Liqueurs | 103.00 | 104.50 | 109.70 | 111.7 | 112.85 | 113.6 | 116.15 | 144.79 | 24.65% |
| Irish Cream | 100.75 | 93.25 | 95.2 | 84.5 | 95.4 | 89.4 | 113.1 | 141.4 | 25.02% |
| US Whiskey | 49.5 | 55.75 | 58 | 56.5 | 73.2 | 70 | 84.5 | 88.3 | 4.5% |
| Scotch Whisky | 75.5 | 67.5 | 61.75 | 55.75 | 51.5 | 42.75 | 47 | 42.3 | -10% |
| Tequila | 13.5 | 15.75 | 16 | 15.75 | 16 | 16.5 | 14 | 20.7 | 47.85% |

* Thousand nine litre cases

Source: The IWSR, industry

## Breakdown of sales in Ireland 2021



# Ireland's protected spirits

## Irish Whiskey, Irish Cream and Poitín are protected EU Geographical Indications (GI). This means that they can only be legally produced on the island of Ireland in line with an approved product specification[1].

Change
2020-2021
**+21%**

## Overall volume of global Irish GI spirits sales

| Year | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|---|---|---|---|---|---|---|---|
| Volume (Million 9-litre cases) | 14.45 | 14.97 | 16.02 | 17.44 | 18.78 | 20.41 | 19.67 | **23.8** |

Source: The IWSR, industry

## Top 10 markets 2021

| | Country | Nine litre cases sold (12 bottles) |
|---|---|---|
| 1 | United States | **8,238,150** |
| 2 | United Kingdom | **2,349,000** |
| 3 | Canada | **1,174,750** |
| 4 | Germany | **1,278,750** |
| 5 | Russia | **881,800** |
| 6 | Ireland | **760,980** |
| 7 | Australia | **656,300** |
| 8 | Global Travel Retail* | **622,455**** |
| 9 | France | **593,250** |
| 10 | Poland | **571,600** |

* For comparison the 2019 figure was 1,313,000, the 2020 figure was 188,330.
** Estimated total

Source: The IWSR, industry

1. https://www.agriculture.gov.ie/gi/geographicalindications-protectedspiritnames/

# Irish Whiskey

Change
2020-2021
**+22.81%**

## Volume of global Irish Whiskey sales 2021

| Year | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|---|---|---|---|---|---|---|---|
| Volume (Million 9-litre cases) | 7.30 | 7.83 | 8.71 | 9.69 | 10.58 | 11.9 | 11.4 | 14 |

Source: The IWSR, industry

## Top 10 markets 2021

| | Country | Nine litre cases sold (12 bottles) |
|---|---|---|
| 1 | United States | 5,757,700 |
| 2 | Russia | 716,900 |
| 3 | United Kingdom | 643,900 |
| 4 | Ireland | 619,600 |
| 5 | Germany | 580,000 |
| 6 | Poland | 520,000 |
| 7 | South Africa | 463,500 |
| 8 | France | 388,000 |
| 9 | Canada | 369,700 |
| 10 | Global Travel Retail* | 340,000** |

* For comparison the 2019 figure was 679,600, the 2020 figure was 25,900.
** Estimated total

Source: The IWSR, industry

# Poitín

Change
2020-2021
**+94.17%**

## Volume of Poitín sales 2021

| Year | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|---|---|---|---|---|---|
| Volume* (Thousand 6 bottle cases) | 5,500 | 5,800 | 3,890 | 3,750 | 2,486 | 4,827* |

* Estimated figures

Source: Industry

# Irish Cream

**Change**
**2020-2021**
**+18.38%**

## Volume of global Irish Cream sales 2021

| Year | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|---|---|---|---|---|---|---|---|
| Volume (Million 9-litre cases) | 7.15 | 7.14 | 7.31 | 7.75 | 8.2 | 8.51 | 8.27 | **9.79** |

Source: The IWSR, industry

## Top 10 markets 2021

| | Country | Nine litre cases sold (12 bottles) |
|---|---|---|
| 1 | United States | **2,480,450** |
| 2 | United Kingdom | **1,705,100** |
| 3 | Canada | **805,050** |
| 4 | Germany | **698,750** |
| 5 | Australia | **386,900** |
| 6 | Spain | **336,950** |
| 7 | Italy | **286,950** |
| 8 | Global Travel Retail* | **282,455** |
| 9 | Mexico | **254,600** |
| 10 | France | **205,250** |
| | | |
| 14 | Ireland | **141,380**** |

* For comparison the 2019 figure was 633,400, the 2020 figure was 162,430.
** Estimated figure

Source: The IWSR, industry

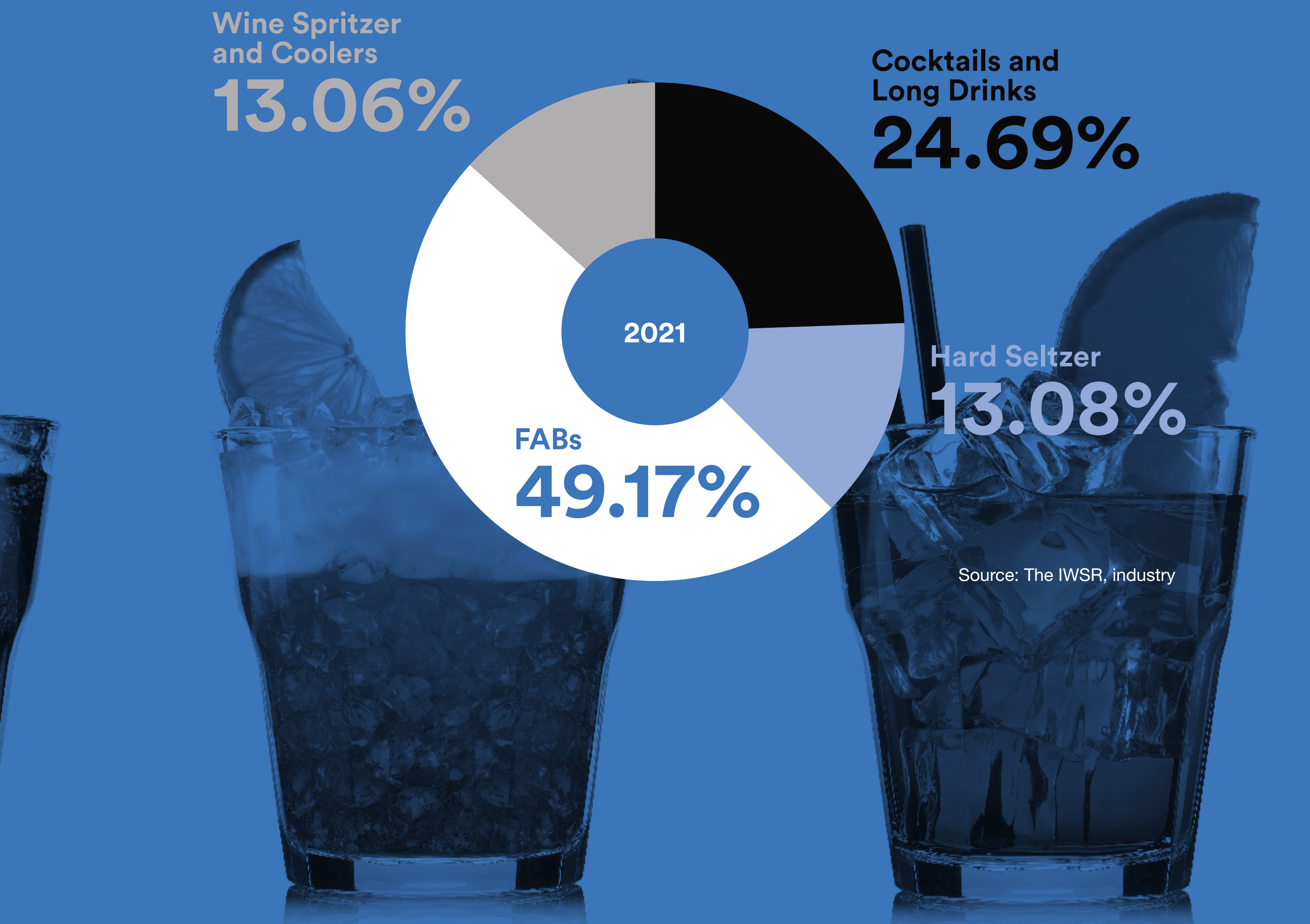
# Other spirit drinks

## Ready to Drink (RTD) sales
## Sales in Ireland 2021

| RTD category | 2019 | 2020 | 2021 | Change 2020-2021 |
|---|---|---|---|---|
| Cocktails & Long Drinks | 104.9 | 176.3 | **283.3*** | 60.7% |
| Hard Seltzer** | N/A | 102.5 | **150** | 46.34% |
| FABs*** | 338.6 | 443.4 | **564** | 27.2% |
| Wine Spritzer & Coolers | 110.3 | 147.5 | **149.8** | 1.56% |

* Thousand nine litre cases.
** Hard Seltzer can be made with a malt or spirit base. In the EU excise rates on Hard Seltzer products are dictated by the final characteristics of the product rather than what alcohol base is used. Since the final characteristics of Hard Seltzer resemble a spirits, rather than a beer product, Hard Seltzer has been classified as a 'spirit' drink in the EU.
*** Flavoured Alcoholic Beverages

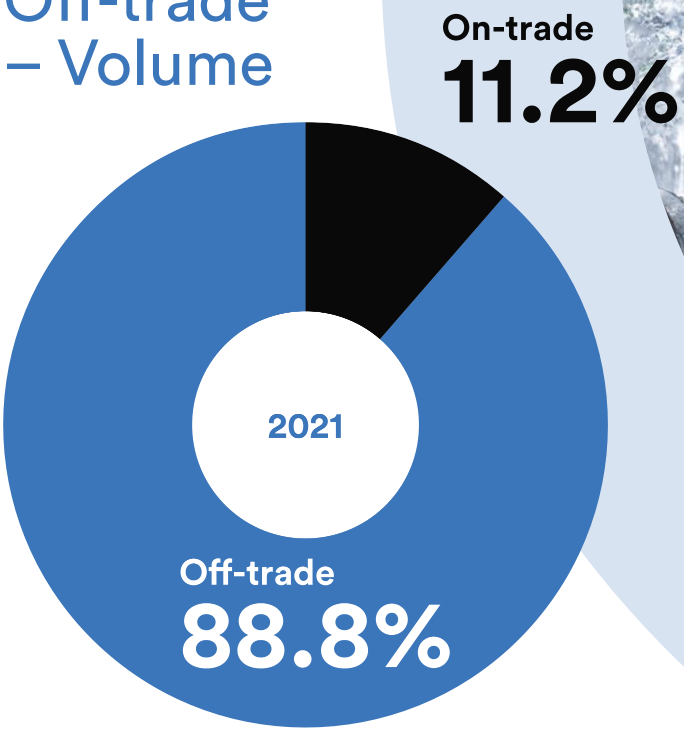
Source: The IWSR, industry




Source: The IWSR, industry

# RTD sales channel

## On-trade vs Off-trade – Volume




Source: The IWSR, industry

## Local/imported RTD

| Origin | 2019 | 2020 | 2021 | Change 2020-2021 |
|---|---|---|---|---|
| Irish RTD products | 117.4 | 158.7 | 170.4* | 7.37% |
| Imported RTD products | 438.1 | 711.3 | 976.7 | 37.31% |

* Thousand nine litre cases.

## No and Low alcohol

| No and low alcohol | 2020 | 2021 | Change 2020-2021 |
|---|---|---|---|
| Beer (Low alcohol) | 144.44 | 261.11* | 80.8% |
| Beer (No alcohol) | 537.78 | 731.11 | 36% |
| Cider (No alcohol) | 51.11 | 77.78 | 52.2% |
| **Spirits (No and Low alcohol)** | **1.75** | **7.25** | **313.7%** |

* Thousand nine litre cases.

Source: The IWSR, industry

# US Whiskey and Bourbon exports to Ireland

| Year-on-year growth | 2015 | 2016 | 2017 | 2018* | 2019* | 2020* | 2021 |
|---|---|---|---|---|---|---|---|
| € | 3,575,505 | 3,836,759 | 3,602,959 | 4,431,071 | 3,693,428 | 2,235,767 | **2,807,884** |
| % change on previous year | +1.9% | +7.3% | -6.1% | +23%** | -16.6% | -39.5% | **+25.6%** |

Source: Eurostat

* EU tariffs of 25% were applied to US Whiskey and Bourbon imports in July 2018 in retaliation for US tariffs applied to European steel and aluminium products. In July 2021, these tariffs were due to automatically rise to 50%. This automatic doubling was unilaterally postponed by the EU for six months to facilitate further negotiations between both sides. In November 2021 the EU and the US reached an agreement (an armistice) in this dispute temporally postponing further tariffs on US Whiskey and Bourbon imports in exchange for increased quotas for European steel and aluminium products.

This agreement came into effect on 01 January 2022 and is scheduled to last until 31 December 2023 by which time the EU expects to see the removal of all tariffs on European steel and aluminium products. Failure to see a resolution to this dispute will likely see the reintroduction of EU tariffs on US Whiskey and Bourbon imports.

** American exporters frontloaded Whiskey and Bourbon exports into Ireland in the six months prior to EU tariffs being applied in July 2018 resulting in a +75.11% increase of exports compared to the same six-month period the previous year

# Value of spirits exports – Republic of Ireland 2021

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|---|---|---|---|---|---|---|---|
| € million | 641.79 | 758.93 | 804.87 | 916.13 | 1,009.85 | 1,178.858 | 990.567 | 1,239.9 |

Source: Eurostat

Change 2020-2021
**+25.17%**

## The second half of the year did see a recovery across the various alcohol categories as the country reopened. Spirits sector data show a clear recovery with the three Irish GI categories delivering increased sales of roughly 23%, 18% and 94% for Irish Whiskey, Irish Cream and Poitín respectively.

# Overall spirits sales in Ireland 2021

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|---|---|---|---|---|---|---|---|
| Million nine litre cases | 2.12 | 2.07 | 2.15 | 2.25 | 2.40 | 2.42 | 2.36 | **2.55** |

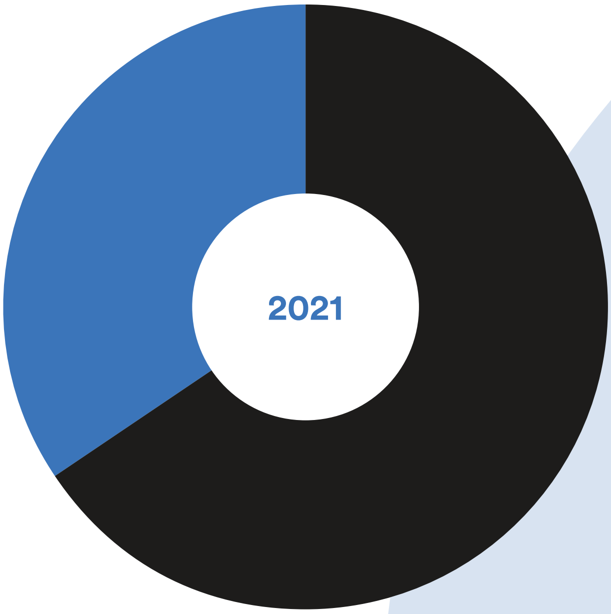
Source: The IWSR

# Sales channel

Change 2020-2021
**8.05%**

## On-trade vs Off-trade – Value

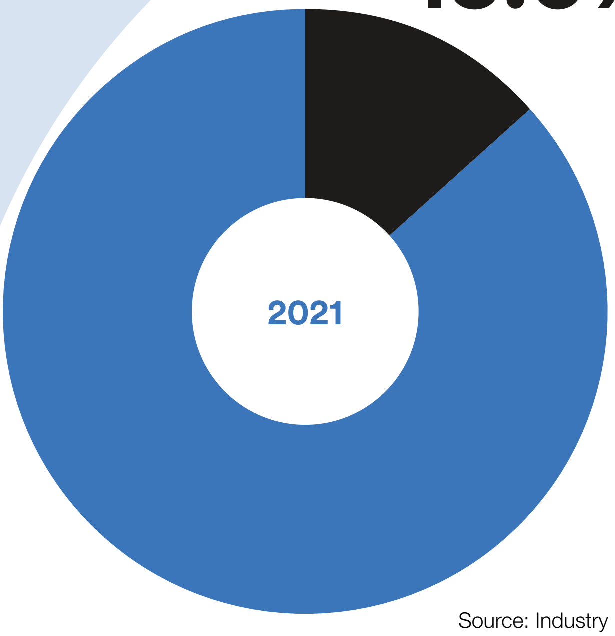
**On-trade**
**40.71%**[3]




**Off-trade**
**59.29%**[2]

## On-trade vs Off-trade – Volume

**On-trade**
**13.6%**[4]

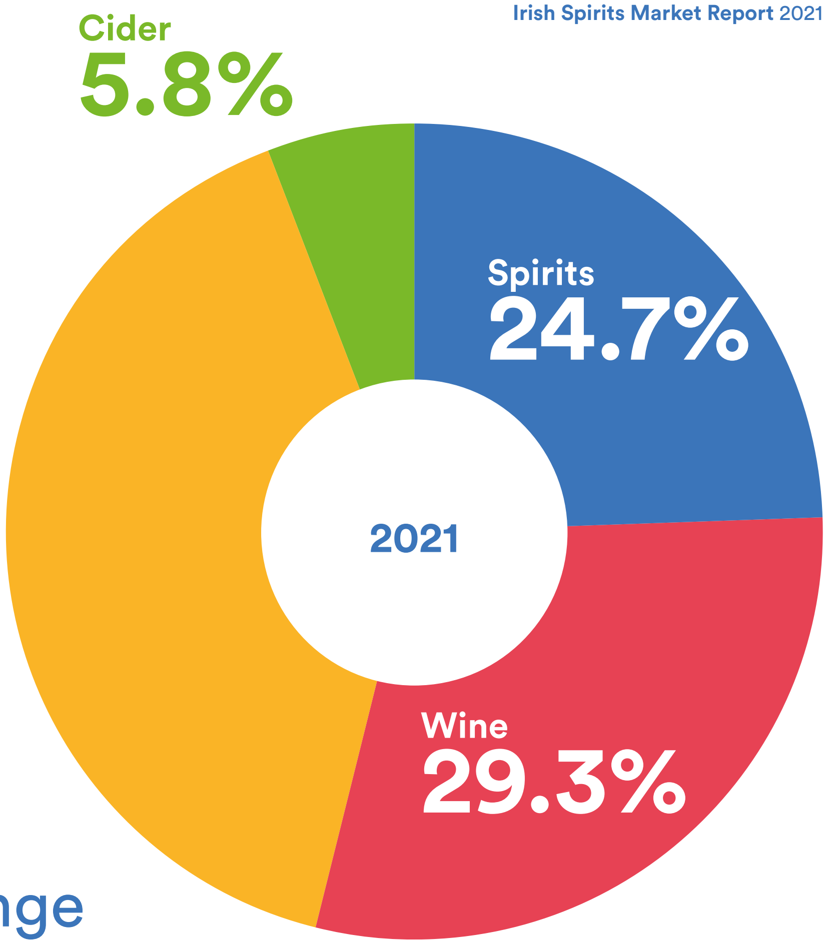



Source: Industry

**Off-trade**
**86.4%**[5]

2. €572 million
3. €393 million
4. 323,363 nine litre cases
5. 2,055,275 nine litre cases

# Alcohol consumption by category mix in 2021




## Alcohol consumption by category mix in 2021 and % change

| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | % Change |
|---|---|---|---|---|---|---|---|
| **Spirits** | **19.1%** | **19.8%** | **20.5%** | **20.8%** | **22%** | **24.7%** | **12.27%** |
| Wine | 27.6% | 27.7% | 26.7% | 27.2% | 32.2% | 29.3% | -9% |
| Beer | 45.8% | 44.8% | 45.2% | 44.6% | 38.9% | 40.2% | 3.34% |
| Cider | 7.5% | 7.7% | 7.5% | 7.4% | 6.9% | 5.8% | -15.94% |

Source: Revenue Commissioners

| Year | Beer | Spirits | Wine | Cider/Perry |
|---|---|---|---|---|
| 2009 | 50.7% | **17.5%** | 23.3% | 8.5% |
| 2010 | 47.7% | **18.5%** | 25.9% | 7.9% |
| 2011 | 46.5% | **19.2%** | 26.5% | 7.8% |
| 2012 | 46.2% | **19.8%** | 26.3% | 7.6% |
| 2013 | 47.0% | **18.9%** | 26.0% | 8.1% |
| 2014 | 47.2% | **18.1%** | 26.8% | 7.8% |
| 2015 | 47.0% | **18.7%** | 27.7% | 6.6% |
| 2016 | 45.8% | **19.1%** | 27.6% | 7.5% |
| 2017 | 44.8% | **19.8%** | 27.7% | 7.7% |
| 2018 | 45.2% | **20.5%** | 26.7% | 7.5% |
| 2019 | 44.6% | **20.8%** | 27.2% | 7.4% |
| 2020 | 38.9% | **22%** | 32.2% | 6.9% |
| **2021** | 40.2% | **24.7%** | 29.3% | 5.8% |

Source: Revenue Commissioners

# E-Commerce

## E-Commerce sales in Ireland 2021

| Category | Value* |
|---|---|
| Beer | €41.0 |
| **Spirits (including Irish Whiskey)** | **€18.44** |
| Cider | €4.47 |
| Wine | €50.32 |
| RTD | €2.01 |
| **Total** | **€116.32** |

* All € figures are million €s

Source: The IWSR, industry

## Spirits e-commerce split 2021

| Category | Value* |
|---|---|
| Brandy | €0.65 |
| Flavoured spirits | €1.02 |
| Rum | €1.03 |
| Vodka | €3.55 |
| Gin (incl. Irish Gin) | €2.37 |
| Irish Whiskey | €9.65 |
| Tequila /Mezcal | €0.19 |
| **Total** | **€18.44** |

* All € figures are million €s

Source: The IWSR, industry

# Average per adult alcohol consumption 2021

| | 2017 | 2018 | 2019 | 2020 | 2021 | Change 2019-2020 |
|---|---|---|---|---|---|---|
| Litres of pure alcohol (LPA), Total consumption | 41,944,582 | 42,691,031 | 42,476,575 | 40,291,740 | 38,381,422 | - 4.7% |
| Adult Population (aged 15 and over), millions | 3.7855 | 3.8482 | 3.9126 | 3.973.8 | 4,015,900 | 1.1% |
| Litres of pure alcohol per adult (LPA) | 11.080 | 11.094 | 10.856 | 10.139 | 9.557 | - 5.7% |
| Spirits (LPA) | NA | 8,763,390 | 8,821,113 | 8,883,306 | 8,991,008 | 1.2% |
| Cider (LPA) | NA | NA | 3,159,103 | 2,799,891 | 2,680,169 | -4.3% |
| Beer (LPA) | NA | NA | 18,931,618 | 15,654,471 | 15,462,700 | -1.2% |
| Wine (LPA) | NA | NA | 11,564,741 | 12,953,802 | 11,247,545 | -13.2% |

Sources: CSO Population and Migration Estimates, April 2022.
Revenue Commissioners, Alcohol Clearances data, March 2022.

# Spirits excise receipts 2021

## Alcohols – Net excise receipts

| Spirits | 2021 (provisional) | 2020 | 2019 | 2018 | 2017 |
|---|---|---|---|---|---|
| Q1 | €83.6 | €83.1 | €80.5 | €79.3 | €75.9 |
| Q2 | €84 | €87.5 | €89.2 | €87.2 | €81 |
| Q3 | €91.5 | €84.7 | €85.3 | €85.8 | €83.4 |
| Q4 | €129.6 | €119 | €118.4 | €120 | €112.8 |
| **Total** | €388.7 | **€374.3** | **€373.4** | **€372.2** | **€353** |

All € figures are million €s

Source: Revenue Commissioners

## Quantities of spirits upon which net duties paid

| Spirits | 2021 litres of alcohol (provisional) | 2020 | 2019 | 2018 | 2017 |
|---|---|---|---|---|---|
| Q1 | 1,620,495 | 1,769,716 | 1,551,070 | 1,681,566 | 1,471,263 |
| Q2 | 1,967,210 | 1,826,031 | 2,022,973 | 1,927,704 | 1,896,052 |
| Q3 | 2,074,376 | 2,039,995 | 2,133,903 | 1,992,780 | 2,031,311 |
| Q4 | 3,328,928 | 3,247,563 | 3,113,167 | 3,161,340 | 2,902,184 |
| **Total** | 8,991,008 | **8,883,306** | **8,821,113** | **8,763,390** | **8,009,948** |

Source: Revenue Commissioners

## Excise receipts for all categories

| Year | Beer | Spirits | Wine | Cider | Total | % Change |
|---|---|---|---|---|---|---|
| 2009 | €404.3 | **€264.1** | €242.5 | €57.1 | €968.0 | N/A |
| 2010 | €320.1 | **€243.5** | €218.8 | €44.0 | €862.0 | -10.95% |
| 2011 | €307.3 | **€247.3** | €231.0 | €44.0 | €830.0 | -3.71% |
| 2012 | €308.0 | **€263.9** | €231.4 | €42.8 | €846.0 | 1.93% |
| 2013 | €358.0 | **€290.3** | €302.1 | €51.6 | €1,002.0 | 18.44% |
| 2014 | €424.8 | **€301.8** | €354.6 | €58.5 | €1,139.8 | 13.75% |
| 2015 | €417.0 | **€311.0** | €355.0 | €54.0 | €1,137.0 | -0.25% |
| 2016 | €430.0 | **€338.0** | €380.0 | €59.0 | €1,207.0 | 6.16% |
| 2017 | €424.0 | **€353.0** | €382.0 | €61.0 | €1,220.0 | 1.08% |
| 2018 | €430.1 | **€372.2** | €376.4 | €61.2 | €1,239.9 | 1.63% |
| 2019 | €421.4 | **€373.4** | €377.9 | €59.8 | €1,232.5 | -0.6% |
| 2020 | €351.1 | **€373.3** | €424.8 | €53.1 | €1,202.3 | -2.45% |
| **2021** | **€351.2 m** | **€388.7 m** | **€384.6 m** | **€51.4 m** | **€1,175.9 m** | **-2.2%** |

All € figures are million €s

Source: Revenue Commissioners

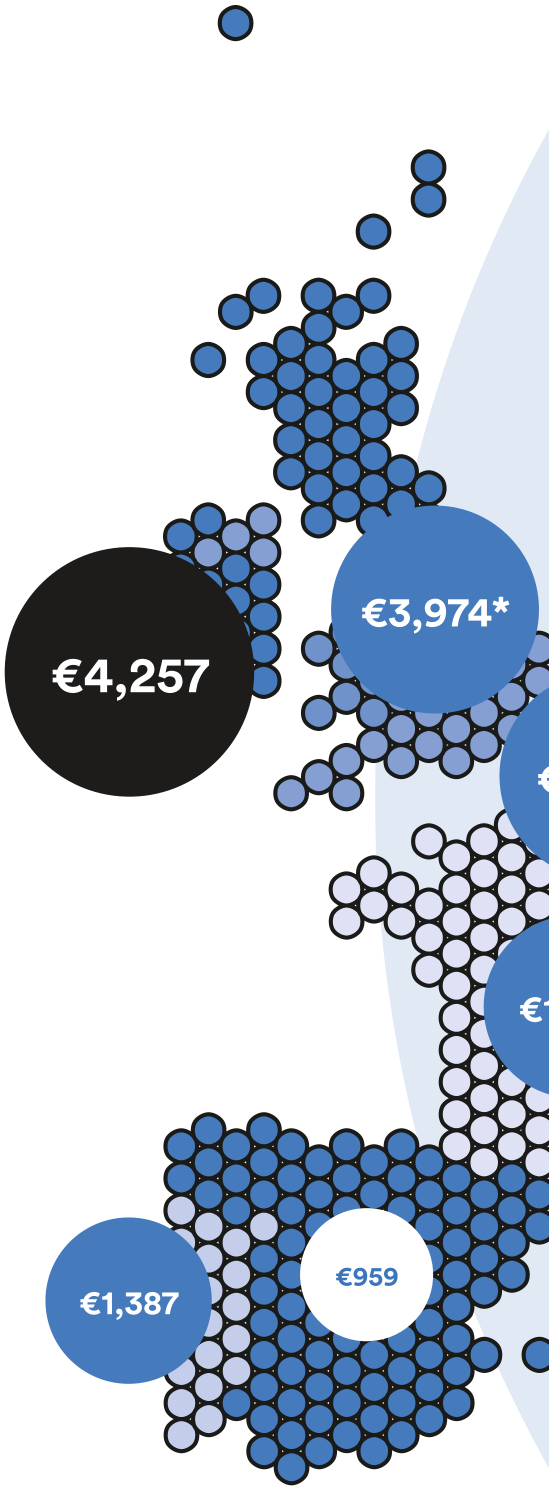
# European spirits excise rates 2021

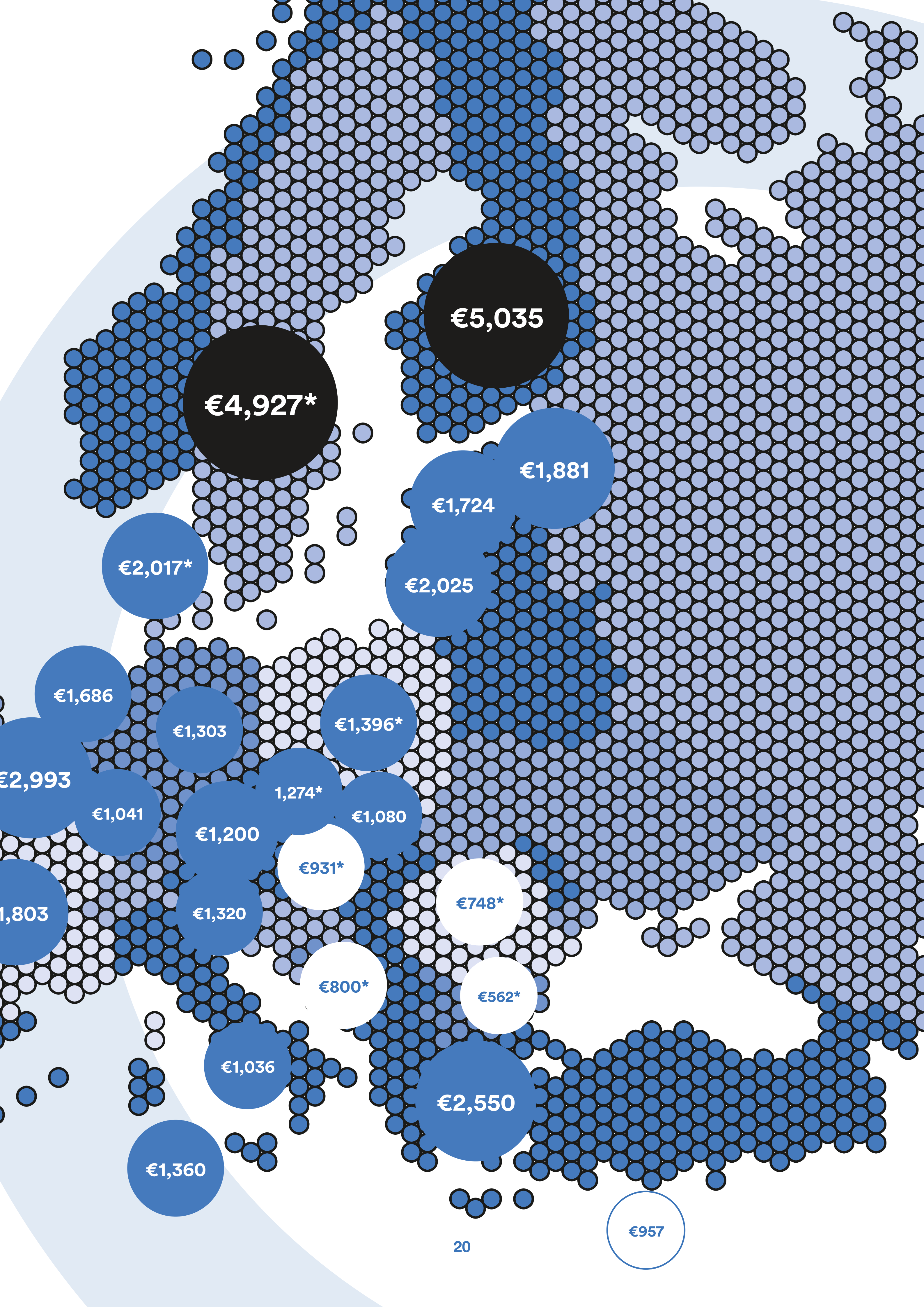
## Alcohol tax /Excise duty € per hectolitre of alcohol (HLA)

| Rank | Member state | Alcohol Tax/Excise duty |
|---|---|---|
| 1 | Finland | **€5,035** (+3.2%, January 2021) |
| 2 | Sweden | **€4,927*** |
| 3 | Ireland | **€4,257** |
| 4 | UK incl. Northern Ireland | **€3,974*** |
| 5 | Belgium | **€2,993** |
| 6 | Greece | **€2,550** |
| 7 | Lithuania | **€2,025** |
| 8 | Denmark | **€2,017*** |
| 9 | Estonia | **€1,881** |
| 10 | France | **€1,803** (+0.9%, January 2021) |
| 11 | Netherlands | **€1,686** |
| 12 | Latvia | **€1,724** (+5%, March 2021) |
| 13 | Poland | **€1,396*** |
| 14 | Portugal | **€1,387** |
| 15 | Malta | **€1,360** |
| 16 | Slovenia | **€1,320** |
| 17 | Germany | **€1,303** |
| 18 | Austria | **€1,200** |
| 19 | Czech Republic | **€1,274*** |
| 20 | Slovakia | **€1,080** |
| 21 | Luxembourg | **€1,041** |
| 22 | Italy | **€1,036** |
| 23 | Spain | **€959** |
| 24 | Hungary | **€931*** |
| 25 | Cyprus | **€957** |
| 26 | Croatia | **€800*** |
| 27 | Romania | **€748** (+3%, January 2021)* |
| 28 | Bulgaria | **€562*** |

* € equivalent of local currency based on exchange rates to € on 01/02/2021.

Source: spiritsEUROPE




€5,035
€4,927*
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€1,036
€2,550
€1,360
€957

# Championing Ireland's best loved drinks

**Drinks Ireland | Spirits** and the **Irish Whiskey Association** exist to promote the interests of the Irish spirits industry in Ireland and internationally. We provide a strong and effective voice at the national, EU and global levels on issues such as taxation, labelling, trade and the ongoing international protection of Ireland's three Geographical Indications (GIs) for spirits i.e. Irish Whiskey, Irish Cream and Poitín.

Our objective is to ensure that the best international trading conditions exist for the Irish spirits industry. Membership is open to all branded spirits manufacturers and suppliers. The association offers information, representation and advice to its members, and provides a forum for members to network, share best practice and collaborate on issues that impact the industry.

**Drinks Ireland | Spirits** and the **Irish Whiskey Association** are 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**

Drinks Ireland
Ibec

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