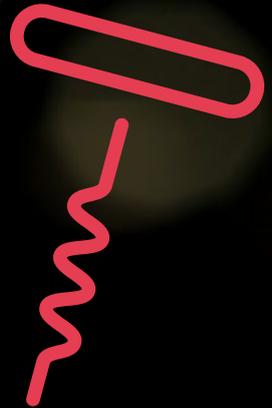




Drinks Ireland  
Wine

# Irish Wine Market Report 2022



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

# Introduction

**Wine sales were steady in 2022 with a minimal increase on 2021 figures. However, they remain almost 3% below pre-pandemic levels. This follows record wine sales during the Covid pandemic as hospitality restrictions led consumers to purchase more beverages in retail outlets and wine benefited from this development. The wine category in Ireland remains burdened with the highest government excise rates in the entire EU, which is unfair to businesses and consumers.**

In 2022, wine's market share of the alcohol market declined by 8.9%. This is a drop of 17% from its 2020 lockdown-driven peak. This was predictable given the reopening of the on-trade and the post-pandemic softening of retail sales along with the popularity of at-home consumption of wine. However, wine is still the nation's second most popular alcohol beverage.

White wine remains the nation's favourite over red. Sparkling wine which includes, for example, champagne, cava, and prosecco, saw its market share increase significantly in 2022, albeit from a much smaller market share than still wine, as it becomes less associated with celebrations and more of a regular occurrence for consumers. 2022 saw strong growth in 0.0% wine which is an entirely positive consumer offering that supports choice and balance. Rosé, following years of steady growth, also lost some of the wine market share in 2022.

According to this report's estimated data, Chile retains the title of the most favoured country of origin for Irish wine consumers with a 25% market share, increasing from 24.3% in the previous year. Chilean wine's popularity was followed by Spanish, French and Australian wines, respectively. South African wine saw the largest increase in market share of 10% albeit from a low base of 2% in 2021 following years of decline.

In 2022, the wine sector contributed €385 million in excise alone to the exchequer. In the past decade, wine has generated over €3.5 billion for the exchequer from excise. 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.

Given the strong public finances, Drinks Ireland | Wine is calling for a 15% decrease on excise over the next two budgets. These reductions will ease costs for businesses that account for tens of thousands of jobs and thousands of enterprises regionally spread around the country and assist hard-pressed consumers.

Looking further to the future, other challenges lie ahead for this category, as the international wine industry has reacted strongly to the Irish government's unilateral plans to introduce health warning labels rather than aligning with a planned EU harmonised approach, with real fears that this may lead to a reduced range of wines available in Ireland.

**Cormac Healy**  
Director of Drinks Ireland

**Drinks Ireland | Wine is calling for a 15% decrease on excise over the next two budgets to ease costs for businesses that account for tens of thousands of jobs and underpin viability of many enterprises.**

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## Wine sales

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022
Sales millions of cases	8.5	8.6	9.0	9.1	8.9	9.0	10.1	8.8	8.8

Source: Revenue Commissioners

Difference in sales in 2022  
**+0.01%**

## Wine consumption breakdown

Year	Red	White	Rosé
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	45%	48%	6%
2020	45%	47%	7%
2021	45%	47%	7%
<b>2022</b>	<b>45%</b>	<b>48%</b>	<b>6%</b>

Source: Drinks Ireland | Wine Member estimates

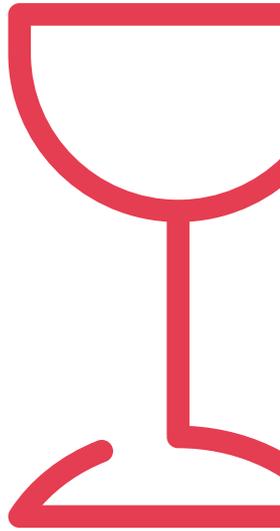
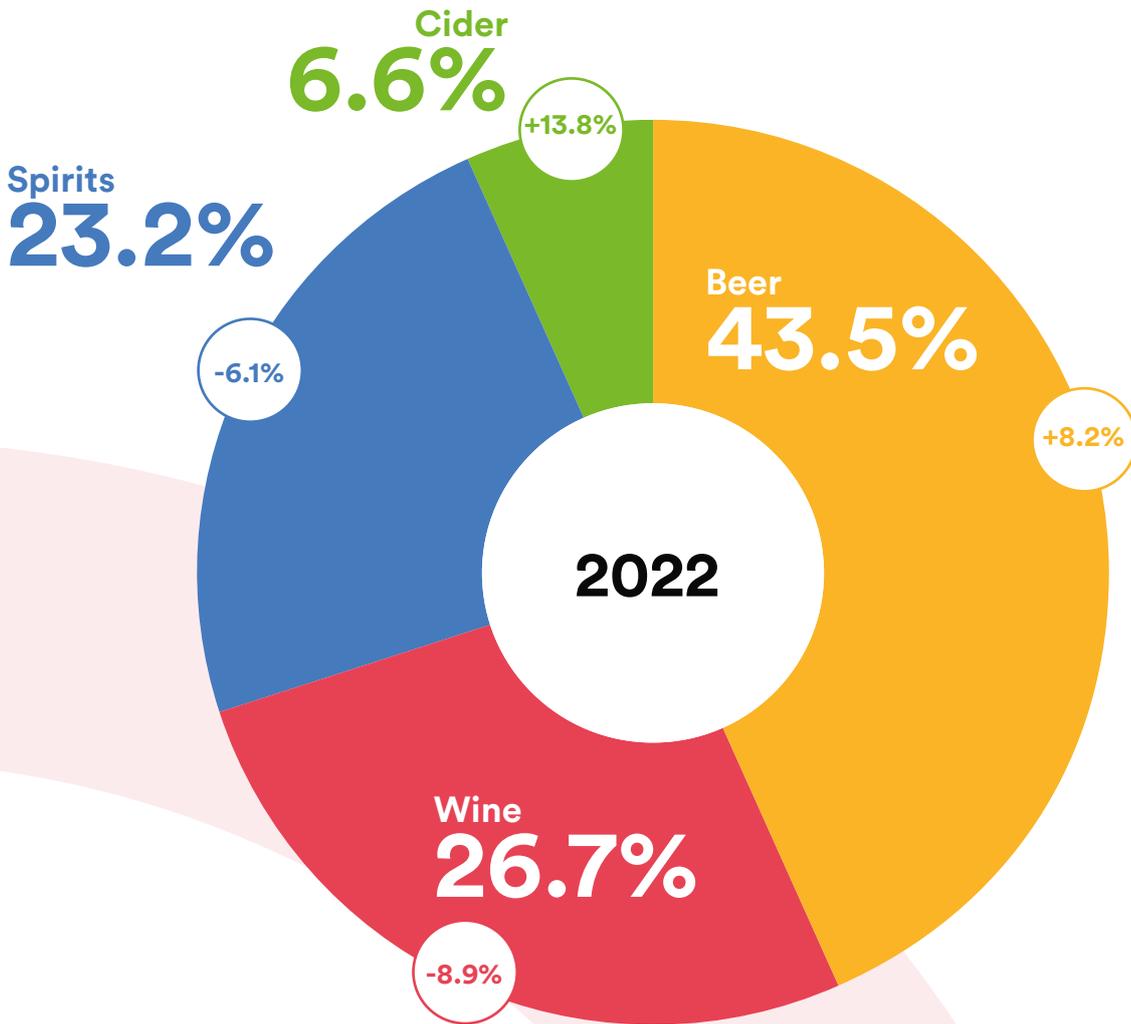
## Wine consumption per capita

	2021	2022
Consumption / adult (litres of pure alcohol)	2.801 litres per adult	<b>2.744 litres per adult</b>

2022: Based on Adult Population (aged 15 and over), 4.0993m.  
Source: Revenue Commissioners

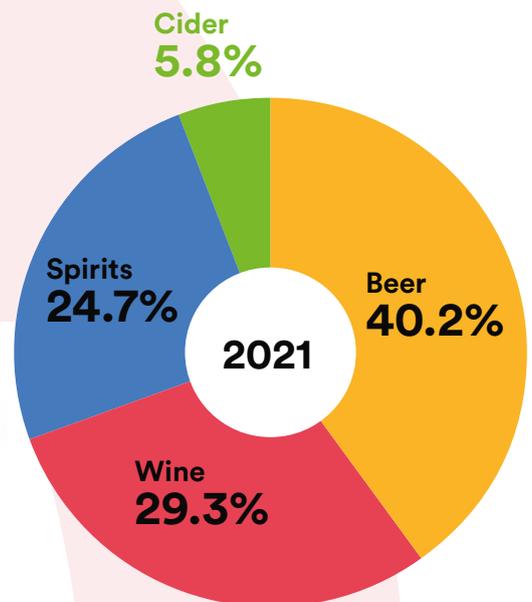
Difference in per capital consumption  
**-2%**

# Alcohol consumption by category mix



	2021	2022	Difference
Beer	40.2%	43.5%	+8.2%
Wine	29.3%	26.7%	-8.9%
Spirits	24.7%	23.2%	-6.1%
Cider	5.8%	6.6%	+13.8%

Source: Revenue Commissioners



## Country of origin for still wine

	Cases 2000	Cases 2015	Cases 2016	Cases 2017	Cases 2018	Cases 2019	Cases 2020	Cases 2021	Cases 2022
Chile	669,000	2,166,955	2308600	2,446,295	2,415,128	2,476,438	2,602,151	2,128,085	2,172,090
Spain	257,000	1,012,877	1109210	1,141,605	1,154,289	1,260,732	1,553,222	1,339,905	1,217,421
Australia	750,000	1,548,308	1,596,180	1,513,079	1,385,147	1,152,669	1,391,848	1,164,754	1,173,629
France	1,043,000	1,199,105	1,163,318	1,150,665	1,056,619	1,134,659	1,210,303	1,112,209	1,077,287
Italy	386,000	813,679	874,743	851,673	834,640	882,513	1,008,586	875,755	902,118
New Zealand	41,000	425,913	505,006	543,621	568,265	639,371	706,010	560,483	586,815
United States	632,000	616,683	631,258	597,983	621,540	612,356	645,495	525,453	560,539
Argentina	96,000	196,308	252,403	271,811	284,132	324,188	433,692	411,605	437,921
South Africa	332,000	376,862	342,683	326,173	301,891	243,141	221,889	175,151	183,927
All others	278,000	208,644	234,569	217,449	257,496	279,161	312,662	464,151	446,680

<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>	<b>8,758,427</b>
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Europe	1,946,000	3,207,993	3,256,107	3,361,392	3,303,044	3,557,067	4,084,773	3,792,020	3,196,826
Rest of World	2,538,000	5,357,045	5,761,863	5,698,962	5,576,103	5,448,163	6,001,085	4,965,531	5,561,601

Source: Estimated Member Data, Trade Statistics and Revenue Commissioners



## Percentage share

	Share % 2000	Share % 2015	Share % 2016	Share % 2017	Share % 2018	Share % 2019	Share % 2020	Share % 2021	Share % 2022	Difference in market share
Chile	14.9%	25.3%	25.6%	27.0%	27.2%	27.5%	25.8%	24.3%	25.0%	+2.9%
Spain	5.7%	11.8%	12.3%	12.6%	13.0%	14.0%	15.4%	15.3%	14.0%	-8.5%
Australia	16.7%	18.1%	17.7%	16.7%	15.6%	12.8%	13.8%	13.3%	13.6%	+2.3%
France	23.0%	14.0%	12.9%	12.7%	11.9%	12.6%	12.0%	12.7%	11.6%	-8.7%
Italy	8.9%	9.5%	9.7%	9.4%	9.4%	9.8%	10.0%	10.0%	10.4%	+4%
New Zealand	0.9%	5.0%	5.6%	6.0%	6.4%	7.1%	7.0%	6.4%	6.7%	+4.7%
United States	14.1%		7.0%	6.6%	7.0%	6.8%	6.4%	6.0%	6.4%	+6.7%
Argentina	2.2%	2.3%	2.8%	3.0%	3.2%	3.6%	4.3%	4.7%	5.0%	+6.4%
South Africa	7.4%	4.4%	3.8%	3.6%	3.4%	2.7%	2.2%	2.0%	2.2%	+10%
All others	5.5%	2.4%	2.4%	2.4%	2.9%	3.1%	3.1%	5.3%	5.1%	-3.8%

<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%	43.3%	36.5%	-15%
Rest of World	56.6%	62.5%	63.8%	62.9%	62.7%	60.5%	59.5%	56.7%	63.5%	+12%

Source: Estimated Member Data, Trade Statistics and Revenue Commissioners



# Excise receipts

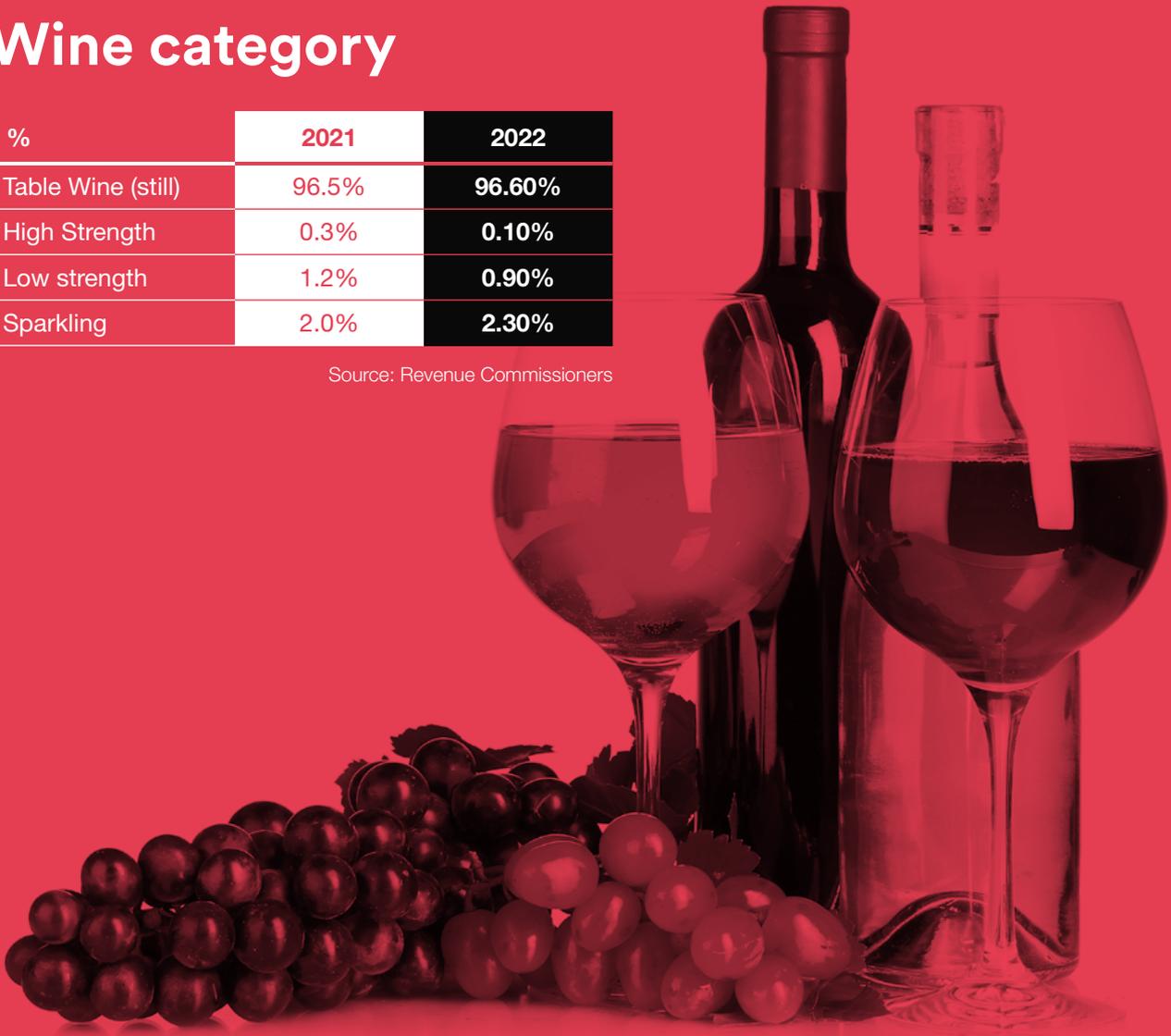
Year	Beer	Wine	Spirits	Cider	Total	Wine as %
2012	€308	€231	€284	€43	€866	26.7%
2013	€358	€302	€290	€52	€1,002	30.1%
2014	€425	€355	€302	€59	€1,141	31.1%
2015	€417	€355	€311	€54	€1,137	31.2%
2016	€430	€380	€338	€59	€1,207	31.5%
2017	€424	€382	€353	€61	€1,220	31.3%
2018	€430	€376	€372	€61	€1,239	30.3%
2019	€421	€378	€373	€60	€1,233	30.3%
2020	€351	€425	€374	€53	€1,203	35.3%
2021	€351	€385	€389	€51	€1,176	32.70%
<b>2022</b>	<b>€390</b>	<b>€375</b>	<b>€411</b>	<b>€52</b>	<b>€1,228</b>	<b>30.50%</b>

Source: Revenue Commissioners

# Wine category

%	2021	2022
Table Wine (still)	96.5%	<b>96.60%</b>
High Strength	0.3%	<b>0.10%</b>
Low strength	1.2%	<b>0.90%</b>
Sparkling	2.0%	<b>2.30%</b>

Source: Revenue Commissioners



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

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## EU and UK excise rates 2022

2022 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

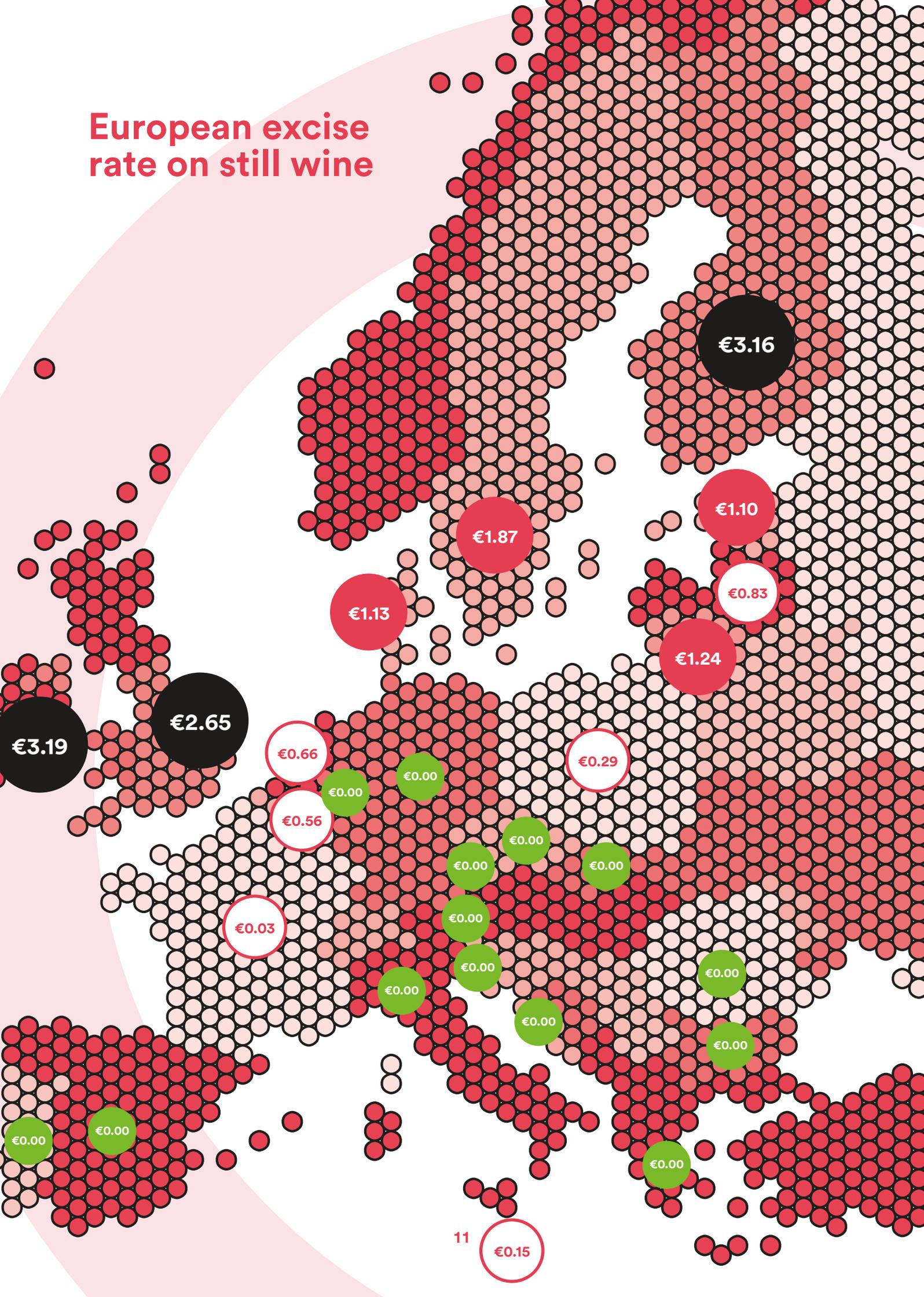
Source: DG Trade – July 2023

2022 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 2023

# European excise rate on still wine



## Excise due on importation of 1,000 cases of wine

Year	Rate per 9L	Excise per 1000 cases
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
2021	€38.24	€38,240
<b>2022</b>	<b>€38.24</b>	<b>€38,240</b>
<b>Total increase since 2013</b>	<b>14.6%</b>	<b>€4,880</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
Budget 2021	54%	<i>No change</i>	€4.87
<b>Budget 2022</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 – 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	€5.43	€1.77	45.3%
€18	€7.20	€6.56	€4.26	36.4%
€24	€9.60	€7.68	€6.72	32%

Source: Revenue Commissioners and Drinks Ireland | Wine Members

**Irish wine  
drinkers continue  
to pay 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 stakeholders 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 that represents the interests of alcohol drinks manufacturers and suppliers on the island of Ireland. Drinks Ireland is globally unique as it represents all categories of alcohol products in one umbrella organisation through its various trade associations.

Drinks Ireland | Beer

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Drinks Ireland | Spirits

Drinks Ireland | Wine

Irish Whiskey Association

Drinks Ireland aims to ensure that the business environment on the island of Ireland is conducive to drinks enterprise. Through our activity we aim to ensure that the industry is recognised for the positive contribution it makes to the economic and cultural landscape.



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