

**Drinks Ireland**  
Wine

# **Irish Wine Market Report 2020**

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

# Introduction

**The impact of the Covid-19 pandemic and subsequent lockdowns imposed on the hospitality sector has had a devastating impact on the drinks sector globally. In 2020, beer and cider sales fell significantly as they are mostly commonly consumed in the hospitality sector. Typically around 80% of wine sold in Ireland is consumed at home. Wine's association with home consumption coupled with the hospitality sector lockdowns drove retail wine sales up by 28% in 2020. Total wine sales increased by 12% and there was a 10% increase in per capita consumption. It was estimated that 95% of wine sales are from the retail sector.**

In terms of wine's share of the alcohol market, 2020 saw a five-point increase in wine's market share to 32%, mostly at the expense of beer's market share which went from 44% to 38% in 2020. As such, wine comfortably remains the nation's second favourite alcohol beverage. As for the variants, the popularity of rosé continues to grow with an estimated 7% share of the wine market, double its share since 2016. According to industry estimates, wine is still the most popular type of wine with a 48% share with red wine at 45%.

Chilean wines remain the nation's favourite although it's estimated market share fell by 1.7 percentage points to 25.8% of the total wine market share. Spanish wine continues to gain market share with 15.4% share of the total wine market in 2020, just ahead of Australia's 13.8% share. French and Italian wines are the 4th and 5th most popular wines respectively. With the 12 percent increase in wine sales in 2020, all wine countries of origin saw a noticeable rise in sales except for South African wines.

Irish consumers continue to pay more than their EU counterparts for alcohol. One of the reasons for this is because excise rates on alcohol are among the highest in Europe. For wine alone, Irish consumers pay €3.19 per standard bottle (13% ABV) which is the highest in the EU. Of the 28 EU Member States (in 2020), 15 of them charge no duty on wine. Furthermore, sparkling wine gets an additional excise hit totalling to €6.37 on a standard bottle which is effectively a tax on celebrations. Due to these punitive tax rates, Drinks Ireland Wine calls on the government to decrease the excise on wine.

In 2019, the sector paid €425 million in excise to the exchequer which was an increase of €47 million from the previous year. The high excise rates coupled with the increase in sales resulted in wine contributing more excise receipts to the exchequer than any other alcohol variant. Over the past decade wine generated over €3.4 billion to the exchequer in excise alone.

It is unclear if the 2020 sales figures will be replicated for 2021 and beyond, especially as Ireland's hospitality sector is beginning to open where the consumption of wine will shift away from the off-trade sector. What is clear is that wine is firmly the nation's second favourite alcohol beverage and it looks set to stay that way for the foreseeable future.

**Jonathan McDade**  
Head of Wine at Drinks Ireland

Over the past  
decade wine  
generated over  
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## Wine sales

Year	2014	2015	2016	2017	2018	2019	2020
Sales millions of cases	8.5	8.5	9.0	9.0	8.8	9.0	10.0

Source: Revenue Commissioners

Difference in sales in 2020  
**+12%**

## 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%
<b>2020</b>	<b>45%</b>	<b>48%</b>	<b>7%</b>

Source: Drinks Ireland Wine member estimates

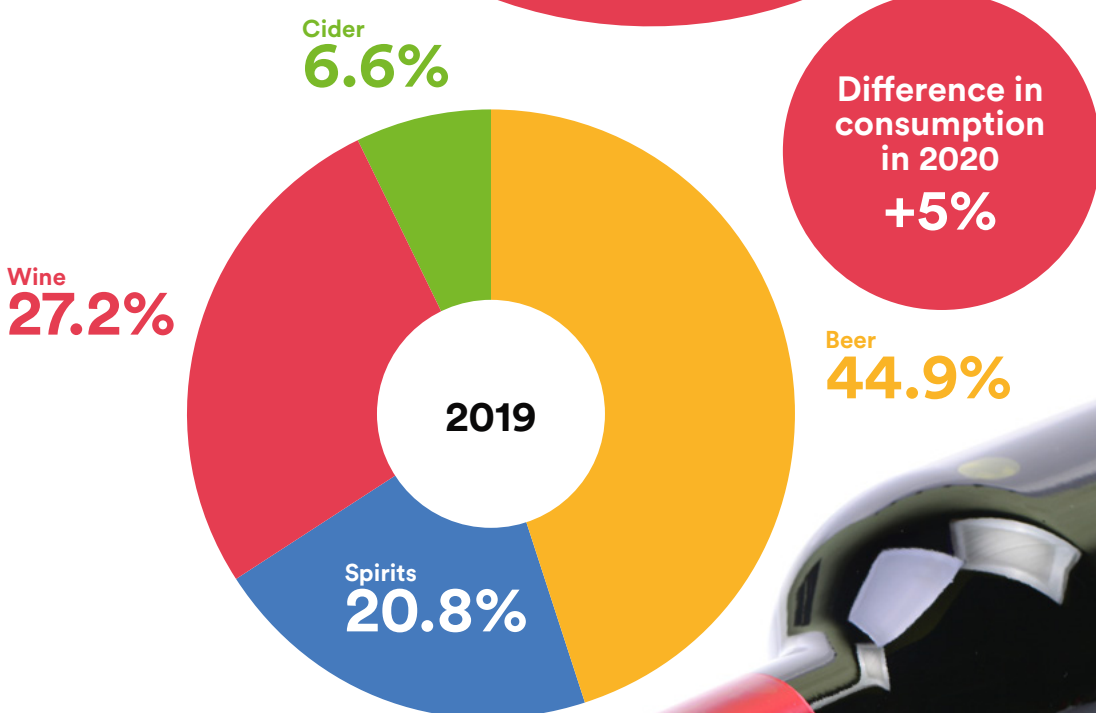
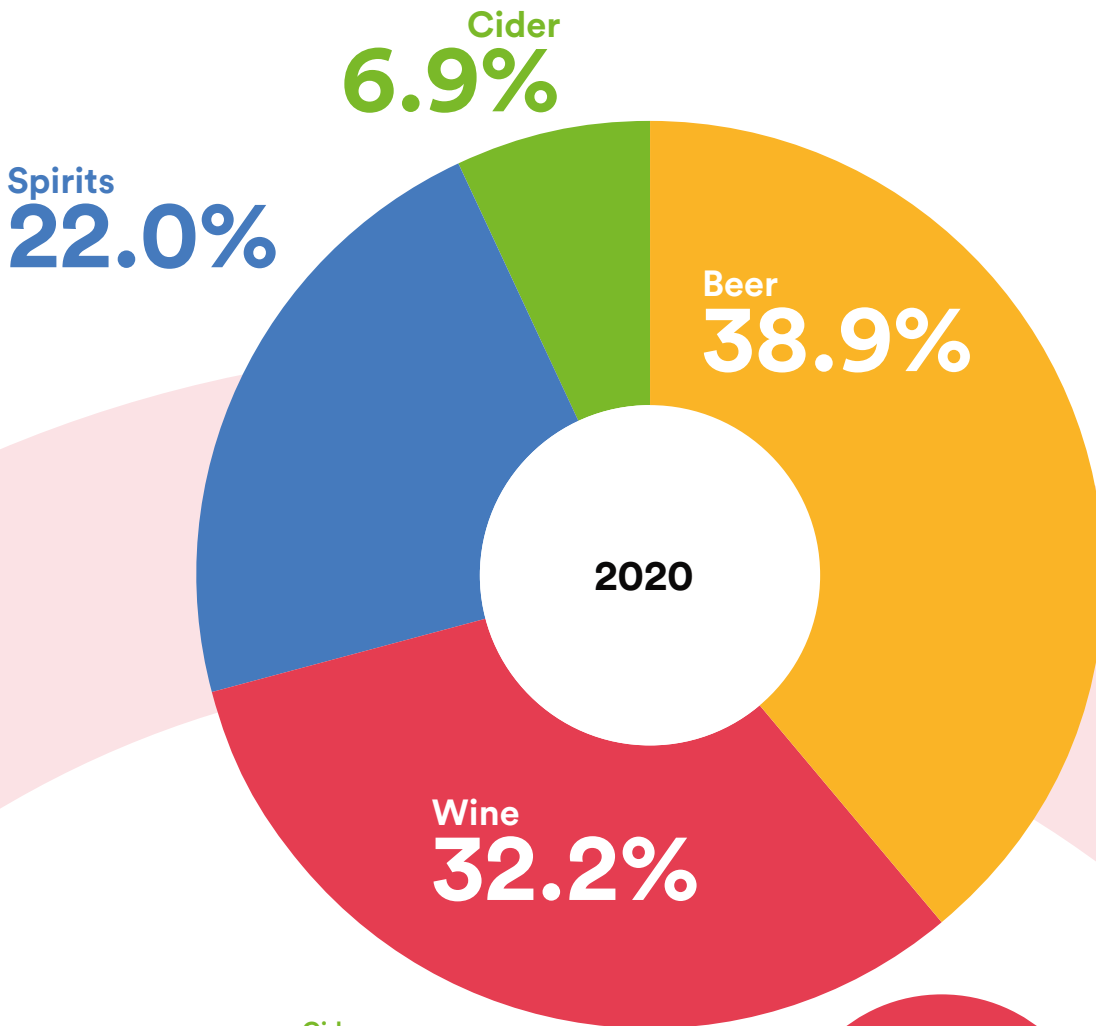
## Wine consumption per capita

	2019	2020
Consumption / adult (litres of pure alcohol)	2.956 litres	<b>3.259 litres</b>

Best on Adult Population (aged 15 and over) of 3,973,800  
Source: Revenue Commissioners

Difference in per capital consumption  
**+10.25%**

# Alcohol consumption by category mix



Difference in consumption in 2020  
**+5%**



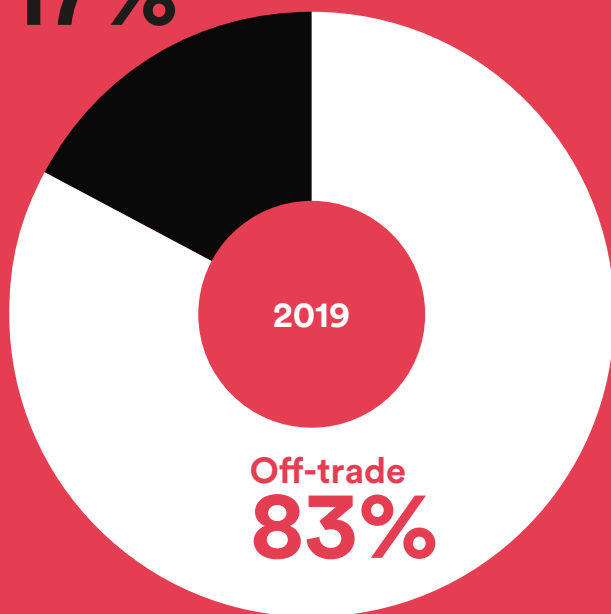
## Excise receipts

Year	Beer	Wine	Spirits	Cider	Wine as %
2011	€307	€231	€247	€44	27.90%
2012	€308	€231	€284	€43	26.70%
2013	€358	€302	€290	€52	30.10%
2014	€425	€355	€302	€59	31.10%
2015	€417	€355	€311	€54	31.20%
2016	€430	€380	€338	€59	31.50%
2017	€424	€382	€353	€61	31.30%
2018	€430	€376	€372	€61	30.30%
2019	€421	€378	€373	€60	30.25%
2020	€351	€425	€374	€53	35.32%

Source: Revenue Commissioners

## Share of total market

On-trade  
**17%**



On-trade  
**5%**



Source: Drinks Ireland Wine member estimates

## Wine category

%	2019	2020
Table Wine	96.7%	96.7%
High strength	0.1%	0.1%
Low strength	0.9%	0.9%
Sparkling	2.3%	2.3%

Source: Revenue Commissioners



**Wine's share of the alcohol market, 2020 saw a five-point increase in wine's market share to 32%.**



## Country of origin data

	Cases 2000	Cases 2014	Cases 2015	Cases 2016	Cases 2017	Cases 2018	Cases 2019	Cases 2020
Chile	669,000	1,998,548	2,166,955	2,308,600	2,446,295	2,415,128	2,476,438	2,602,151
Australia	750,000	1,584,192	1,548,308	1,596,180	1,513,079	1,385,147	1,152,669	1,391,848
France	1,043,000	1,248,059	1,199,105	1,163,318	1,150,665	1,056,619	1,134,659	1,210,303
United States	632,000	672,061	616,683	631,258	597,983	621,540	612,356	645,495
Spain	257,000	1,005,655	1,012,877	1,109,210	1,141,605	1,154,289	1,260,732	1,553,222
Italy	386,000	869,657	813,679	874,743	851,673	834,640	882,513	1,008,586
New Zealand	41,000	338,314	425,913	505,006	543,621	568,265	639,371	706,010
South Africa	332,000	395,378	376,862	342,683	326,173	301,891	243,141	221,889
Argentina	96,000	192,796	196,308	252,403	271,811	284,132	324,188	433,692
Germany	118,000	95,090	77,085	72,864	72,483	62,154	54,031	70,601
All others	160,000	115,596	131,559	161,705	144,966	195,342	225,130	242,061

<b>Total Table Wine</b>	<b>4,484,000</b>	<b>8,515,344</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>
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Europe	1,946,000	3,334,057	3,207,993	3,256,107	3,361,392	3,303,044	3,557,067	4,084,773
Rest of World	2,538,000	5,181,287	5,357,045	5,761,863	5,698,962	5,576,103	5,448,163	6,001,085

Source: Member data, trade estimates and Revenue Commissioners





## Percentage share

	Share % 2000	Share % 2014	Share % 2015	Share % 2016	Share % 2017	Share % 2018	Share % 2019	Share % 2020	Difference in market share
Chile	14.9%	23.5%	25.3%	25.6%	27.0%	27.2%	27.5%	25.8%	-1.7%
Australia	16.7%	18.6%	18.1%	17.7%	16.7%	15.6%	12.8%	13.8%	1.0%
France	23.0%	14.7%	14.0%	12.9%	12.7%	11.9%	12.6%	12.0%	-0.6%
United States	14.1%	7.9%	7.2%	7.0%	6.6%	7.0%	6.8%	6.4%	-0.4%
Spain	5.7%	11.8%	11.8%	12.3%	12.6%	13.0%	14.0%	15.4%	1.4%
Italy	8.9%	10.2%	9.5%	9.7%	9.4%	9.4%	9.8%	10.0%	0.2%
New Zealand	0.9%	4.0%	5.0%	5.6%	6.0%	6.4%	7.1%	7.0%	-0.1%
South Africa	7.4%	4.6%	4.4%	3.8%	3.6%	3.4%	2.7%	2.2%	-0.5%
Argentina	2.2%	2.3%	2.3%	2.8%	3.0%	3.2%	3.6%	4.3%	0.7%
Germany	2.6%	1.1%	0.9%	0.8%	0.8%	0.7%	0.6%	0.7%	0.1%
All others	2.9%	1.4%	1.5%	1.6%	1.6%	2.2%	2.5%	2.4%	-0.1%

<b>Total Table Wine</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	
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Europe	43.4%	39.2%	37.5%	36.2%	37.1%	37.8%	39.5%	40.5%	1.00%
Rest of World	56.6%	60.8%	62.5%	63.8%	62.9%	62.7%	60.5%	59.5%	-1.00%

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	€2.98
3	UK	€2.50
4	Sweden	€1.81
5	Denmark	€1.51
6	Lithuania	€1.24
7	Estonia	€1.10
8	Latvia	€0.80
9	Netherlands	€0.66
10	Belgium	€0.56
11	Poland	€0.30
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

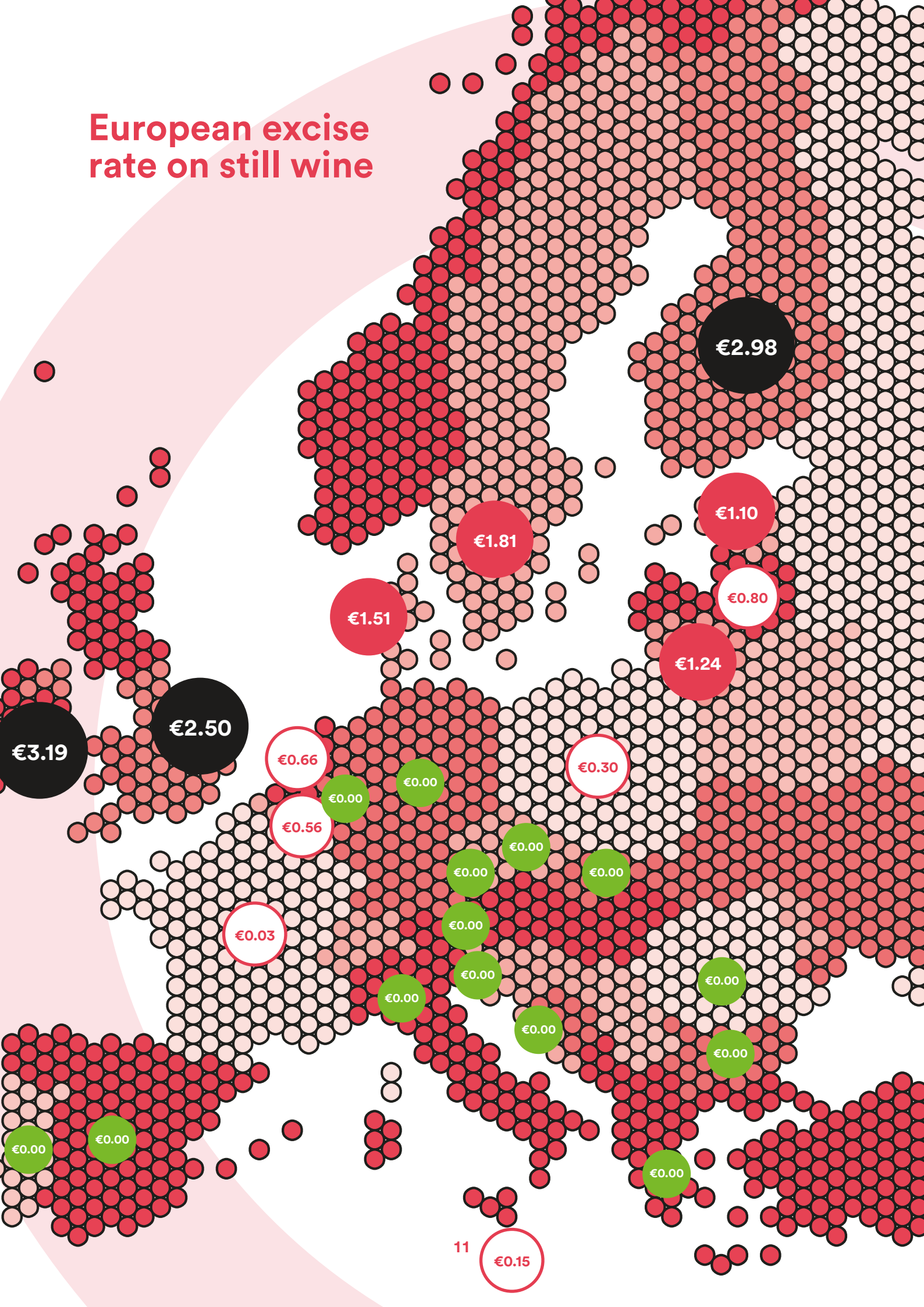
Source: Euro Stat, July 2020

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

Rank	Country	Rate
1	Ireland	€6.37
2	UK	€3.21
3	Finland	€2.98
4	Belgium	€1.92
5	Denmark	€1.85
6	Sweden	€1.82
7	Lithuania	€1.24
8	Estonia	€1.10
9	Germany	€1.02
10	Latvia	€0.80
11	Czech Republic	€0.68
12	Netherlands	€0.66
13	Slovakia	€0.60
14	Hungary	€0.37
15	Poland	€0.30
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: Euro Stat, July 2020

# 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

**For wine alone, Irish consumers pay €3.19 per standard bottle (13% ABV) which is the highest 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** 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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