Economic impact of the Irish Drinks Sector

Report prepared by Indecon International
Economic and Strategic Consultants

A proud drinks industry at the heart of the Irish economy.



The Irish drinks sector is a key indigenous industry with an important role in the national economy – creating jobs, driving exports, strengthening tourism and demonstrating strong local supply chain linkages. The sector is also central to regional economies and local communities across Ireland.

Ireland has about 200 producers. These include around 50 whiskey distilleries, 100 beer and cider producers, nine established Irish cream liqueur facilities, 45 gin producers, and several poitín and other spirits producers. Drinks manufacturing takes place in every county across the island of Ireland.

Drinks Ireland
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Key Metrics

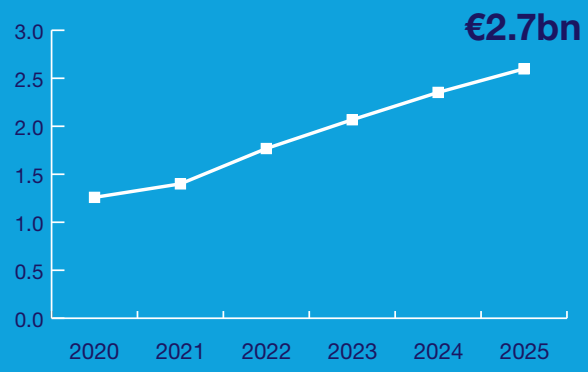
14,000 jobs

6,000 direct jobs plus 8,000 linked jobs and **supporting a further 26,000-37,000 jobs** in hospitality and retail.

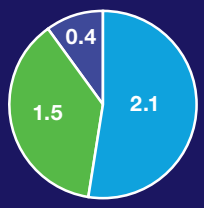
A presence in **120+ international markets,** with globally recognised brands that are often the first touchpoint with Ireland for international consumers.

Supporting Ireland's tourism offering, with **2.7m visitors** to brewery, distillery and cidery visitor experience centres.

64% of purchases sourced domestically. Strong grain-to-glass links with Irish farming and **€815 million in Irish inputs** each year.



€2.7bn in annual exports on an all-island basis. Export value has **grown by 91%** over the last decade.



€4.1bn GVA

Direct
Indirect
Induced

A sector characterised by **high productivity and quality jobs,** measured by gross value added (GVA) and output per employee.

36%

Consumers in Ireland are **increasingly embracing moderation and balanced consumption.** Over the past 25 years, per capita alcohol consumption in Ireland **has fallen by 36%** and is now in line with the EU average.

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