



Euromonitor  
International

# Wine in Ireland

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Table of Contents

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Strong opportunities for growth in wine, while non alcoholic variants perform well

Rising temperatures are opening up opportunities for vineyards to develop in Ireland

Discounters gain ground as Lidl and Aldi offer competitive prices and private label goods

#### PROSPECTS AND OPPORTUNITIES

Health labelling could impact availability while premiumisation is set to support value sales

Sustainability will remain a key focus, driving growth for organic wines

Alternative packaging formats are set to support various consumption occasions

#### CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2019-2024

Table 2 - Sales of Wine by Category: Total Value 2019-2024

Table 3 - Sales of Wine by Category: % Total Volume Growth 2019-2024

Table 4 - Sales of Wine by Category: % Total Value Growth 2019-2024

Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024

Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024

Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024

Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024

Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024

Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024

Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024

Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024

Table 16 - GBO Company Shares of Champagne: % Total Volume 2020-2024

Table 17 - NBO Company Shares of Champagne: % Total Volume 2020-2024

Table 18 - LBN Brand Shares of Champagne: % Total Volume 2021-2024

Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024

Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024

Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024

Table 28 - Forecast Sales of Wine by Category: Total Volume 2024-2029

Table 29 - Forecast Sales of Wine by Category: Total Value 2024-2029

Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029

Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

## Alcoholic Drinks in Ireland - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

On-trade vs off-trade split  
What next for alcoholic drinks?

## MARKET BACKGROUND

Legislation  
Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

## TAXATION AND DUTY LEVIES

## OPERATING ENVIRONMENT

Contraband/parallel trade  
Duty free  
Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

## MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024  
Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024  
Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024  
Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024  
Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024  
Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024  
Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024  
Table 40 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024  
Table 41 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024  
Table 42 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024  
Table 43 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029  
Table 44 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029  
Table 45 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029  
Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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