



Wine in Ireland

June 2024

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Wine in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Irish consumers continue to lose interest in wine

Vermouth fares slightly better due to novelty appeal

Wine faces rising competition from other alcoholic drinks

PROSPECTS AND OPPORTUNITIES

Downwards trend expected to continue due to declining interest and developments in the alcohol industry

Non-alcoholic and premium options herald opportunities for wine

Sustainability will remain a key focus over the forecast period

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
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