Wine – Ireland – June 2013

This report looks at the following areas:

- **Where are Irish consumers purchasing wine?**
- **What is the size of the wine industry in Ireland?**
- **What impact will the changes to the legislation regarding alcohol have on the wine industry?**
- **Who are the key distributors in the wine industry in Ireland?**
- **What are the alternatives to consuming wine?**

Although wine sales having been declining in recent years, particularly in the on-trade, and are forecast to continue doing so over the next five years, albeit at a slower pace, the wine category still accounts for over a quarter of the alcoholic drinks market throughout Ireland.

This report examines the importance of the wine industry to the overall alcoholic drinks industry throughout the island of Ireland, and highlights the factors Irish consumers consider important when purchasing wine, where they are purchasing it and their attitudes towards wine.

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"With aggregate new product launches declining, flavour innovations similar to those seen in the cider category provide the drinks companies serving the Irish wine industry with an opportunity to breathe fresh life into a declining market and create potentially lucrative new revenue streams."
James Wilson, Research Analyst

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