

# Wine - Ireland - February 2020

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

Irish consumers are most likely to drink wine at home while relaxing or with a meal. There is a preference for red and white wines and these products are most likely bought in a standard 750ml bottle. However, smaller packaging formats and non-alcoholic wines are growing in popularity as consumers look to reduce the amount of alcohol they drink to improve their health and wellbeing.

There is also interest in being able to order wine via delivery services and partnering with such platforms would enable brands to extend their reach within the Irish market to create a convenient new sales channel that will help to boost the overall value of the market.



“The growing popularity of smaller packaging formats in recent years provides brands with opportunities to position ‘single-serve’ bottles of wine as an indulgent and permissible treat that consumers can enjoy with a meal or relaxing at home while moderating the amount of alcohol they drink.”

– James Wilson, Research Analyst

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### OVERVIEW

- **What you need to know**
- **Issues covered in this Report**

### EXECUTIVE SUMMARY

- **The market**  
Figure 1: Estimated value of wine sales, NI and Rol, 2015-19
- **Forecast**  
Figure 2: Indexed estimated value of wine sales, NI and Rol, 2015-25
- **Market factors**
- **Price of wine rising in NI, falling in Rol**
- **Rol has highest excise tax on wine in Europe**
- **Branded wines favoured by Irish consumers**
- **Irish consumers remain financially insecure**
- **Companies, brands and innovations**
- **The consumer**
- **Consumers show strong preference for still wines**  
Figure 3: Types of wine bought in the last three months, NI and Rol, November 2019
- **Bottles are the preferred format when drinking wine**  
Figure 4: Formats used when drinking wine in the last three months, NI and Rol, November 2019
- **At home a key wine drinking occasion**  
Figure 5: Usage occasions for wine, NI and Rol, November 2019
- **Consumers prepared to pay more for wines with good vintage**  
Figure 6: Factors consumers would be willing to pay more for when buying wine, NI and Rol, November 2019
- **Low alcohol appeals to consumers looking to limit alcohol intake**  
Figure 7: Agreement with statements relating to attitudes towards sugar and alcohol content in wine, NI and Rol, November 2019
- **Flavour descriptors help consumers choose a wine**  
Figure 8: Agreement with statements relating to wine packaging, NI and Rol, November 2019
- **Consumers tend to stick to the same wine, but are open to products from new regions**  
Figure 9: Agreement with statements relating to wine choice behaviours, NI and Rol, November 2019

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Quality of own-label wines seen to be improving**  
Figure 10: Agreement with statements relating to wine, NI and Rol, November 2019
- **What we think**

THE MARKET – WHAT YOU NEED TO KNOW

- **2019 to see subdued growth in wine sales**
- **Wine prices falling in Rol but increasing in NI**
- **Excise tax high on wine across NI and Rol**
- **Squeeze on Irish consumers’ finances continues**

MARKET SIZE AND FORECAST

- **Irish wine market to see slow growth in 2019**  
Figure 11: Estimated total wine sales, by value, lol, NI and Rol, 2015-25
- **Volume sales of wine increase on the back of off-trade promotional activity**  
Figure 12: Estimated total wine sales, by volume, lol, NI and Rol, 2015-25
- **Wine sales to grow through to 2025**  
Figure 13: Indexed estimated value of wine sales, NI and Rol, 2015-25
- **On-trade wine sales flat in 2019**  
Figure 14: Estimated on-trade wine sales, by value, lol, NI and Rol, 2015-25  
Figure 15: Estimated on-trade wine sales, by volume, lol, NI and Rol, 2015-25
- **Off-trade sales to grow**  
Figure 16: Estimated off-trade wine sales, by value, lol, NI and Rol, 2015-25  
Figure 17: Estimated off-trade wine sales, by volume, lol, NI and Rol, 2015-25

MARKET DRIVERS

- **Wine prices rising in NI**  
Figure 18: Alcoholic beverage price inflation vs spirit prices, UK (including NI), December 2018–November 2019  
Figure 19: Alcoholic beverage price inflation vs spirit prices, Rol, December 2018–November 2019
- **Wine excise rates highest in Rol**  
Figure 20: Excise tax per 750ml bottle of still wine and sparkling wine (13% ABV) in selected European countries, in euro, December 2018
- **Branded wines popular among Irish consumers**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 21: Consumers' preferences for branded vs own-label alcoholic drinks, NI and Rol, September 2019

- Branded products account for majority of wine launches**

Figure 22: New wine products launched, branded vs private label, UK and Ireland, 2015-19

- Consumers show preference for non-traditional wine-producing regions**

Figure 23: Percentage share of wine purchased in Rol, 2018

- New alcohol advertising restrictions become law**

- Irish consumers have little disposable income**

Figure 24: Financial health of Irish consumers, NI and Rol, November 2018 and November 2019

**COMPANIES AND INNOVATIONS – WHAT YOU NEED TO KNOW**

- NPD high in wine category**
- Wine category dominated by sustainability claims**
- Brands dominate wine category, but own-label NPD growing**

**WHO'S INNOVATING?**

- Wine is the second most innovative drinks category**

Figure 25: Total new alcoholic drinks launched, UK and Ireland, 2015-19

Figure 26: Total new alcoholic drinks launched, by sub-category, UK and Ireland, 2015-19

- Sustainability a key focus for wine producers**

Figure 27: New wine products launched, by top 10 claims, UK and Ireland, 2015-19

- Bottles dominate wine packaging NPD**

Figure 28: New wine products launched, by top five packaging types, UK and Ireland, 2015-19

**COMPANIES AND BRANDS – KEY PLAYERS**

- Distributors**
- Barry & Fitzwilliam**
- Key facts**
- Product portfolio**
- Recent developments**
- C&C Group Plc**
- Key facts**
- Product portfolio**
- Brand NPD**
- Recent developments**

**What's included**

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Irish Distillers
- Key facts
- Product portfolio
- Brand NPD
- Retailers
- Direct Wine Shipments
- Key facts
- Product portfolio
- O'Briens
- Key facts
- Product portfolio
- Recent developments
- JN Wine
- Key facts
- Product portfolio
- Brand NPD
- Recent developments
- WineFlair
- Key facts
- Product portfolio
- Recent developments
- Winemark
- Key facts
- Product portfolio
- Recent developments

**THE CONSUMER – WHAT YOU NEED TO KNOW**

- Still wines and bottle format popular among Irish consumers
- Consumers show preference for drinking wine at home
- A good vintage worth paying more for
- Low-alcohol wine appeals to consumers looking to reduce alcohol intake
- Small bottles could boost in-home drinking occasion
- Consumers open to trying wines from different regions
- Ordering wine on delivery service appeals to Irish consumers

**USAGE OF WINE**

- **Still wines favoured by Irish consumers**  
Figure 29: Types of wine bought in the last three months, NI and RoI, November 2019
- **Usage of wine tied to age**

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 30: Types of wine bought in the last three months, by age, NI, November 2019

Figure 31: Types of wine bought in the last three months, by age, RoI, November 2019

- **Wine popular among NI men**

Figure 32: Types of wine bought in the last three months, by gender, NI and RoI, November 2019

### FORMAT PREFERENCES

- **Bottles the preferred wine format**

Figure 33: Formats used when drinking wine in the last three months, NI and RoI, November 2019

- **Older consumers drinking wine from standard bottles**

Figure 34: Usage of standard bottle (750ml) when drinking wine in the last three months, by age, NI and RoI, November 2019

Figure 35: Usage of small bottle (eg 187ml or less) when drinking wine in the last three months, by age, NI and RoI, November 2019

### OCCASIONS FOR DRINKING WINE

- **Wine most likely to be drunk at home**

Figure 36: Usage occasions for wine, NI and RoI, November 2019

- **Higher-income consumers drinking wine across different occasions**

Figure 37: Usage occasions for wine, by social class, NI and RoI, November 2019

### MOTIVATIONS TO BUY WINE

- **Consumers willing to pay more for good vintage and country of origin**

Figure 38: Factors consumers would be willing to pay more for when buying wine, NI and RoI, November 2019

- **Younger consumers will pay more for award-winning wine**

Figure 39: Consumers who would be willing to pay more for award-winning wine, by age, NI and RoI, November 2019

### ATTITUDES TOWARDS SUGAR AND ALCOHOL CONTENT IN WINE

- **Consumers interested in low-alcohol wine to limit alcohol intake**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 40: Agreement with statements relating to attitudes towards sugar and alcohol content in wine, NI and RoI, November 2019

- Low-alcohol wines appeal to young consumers**

Figure 41: Agreement with the statement 'I would be willing to switch to low-alcohol wines to help limit my overall intake', by age, NI and RoI, November 2019

### ATTITUDES TOWARDS WINE PACKAGING

- Consumers find wine flavour descriptors helpful**

Figure 42: Agreement with statements relating to wine packaging, NI and RoI, November 2019

- A wider range of smaller bottles appeals to parents**

Figure 43: Agreement with the statement 'A wider range of smaller-sized bottles (eg half size) would make me drink wine at home more often', by presence of children in the household, NI and RoI, November 2019

### IMPORTANT CHOICE FACTORS

- Consumers stick to same variety, but are open to wines from different regions**

Figure 44: Agreement with statements relating to wine choice behaviours, NI and RoI, November 2019

- Women tend to choose the same wine variety**

Figure 45: Agreement with the statement 'I generally stick to the same variety of wine', by gender, NI and RoI, November 2019

Figure 46: Agreement with the statement 'I like trying wines from countries I haven't had before', by gender, NI and RoI, November 2019

### ATTITUDES TOWARDS WINE

- Consumers interested in ordering wine via delivery services**

Figure 47: Agreement with statements relating to wine, NI and RoI, November 2019

- Ordering wine via delivery services appeals to men**

Figure 48: Agreement with the statement 'I would like to be able to order wine via delivery services (eg Deliveroo)', by gender, NI and RoI, November 2019

### APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- Data sources**
- Market size rationale**

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Generational cohort definitions**
- **Abbreviations**

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit	<a href="https://store.mintel.com">store.mintel.com</a>
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.