Wine - Ireland - February 2017

Report Price: £1095.00 | $1377.95 | €1276.55

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

"With consumers still experiencing anxiety in the wake of the Brexit vote and political turmoil in 2016, confidence remains low, affecting the willingness of Irish consumers to drink wine outside of the home. Moving forward into 2017, consumers are likely to remain reserved with their spending on wine slowing down market growth."
– Brian O'Connor, Research Analyst

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?**

The wine industry in Ireland continues to follow the overall trend within the alcohol market, with Irish consumers increasingly drinking at home as opposed to via the on-trade channels. Lower consumer confidence will see this trend continue in 2017 as consumers seek to reduce their leisure spending.

DID YOU KNOW?

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

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