

# Wine - Ireland - February 2020

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## 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

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