vinetur

Evaluating the dynamics of Ireland's wine import market in 2023

A period of stability for Ireland's wine imports

Thursday, October 26, 2023



Recent data from Irish Customs indicates a period of stability in the country's wine imports for the first half of 2023. Despite some volatility in monthly trends, Ireland imported 38.1 million liters of wine, an equivalent volume to that of the first half of 2022. The value of these imports increased by a modest 1.2%, reaching approximately $148.9 million (141.5 million euros), based on the current exchange rate of 1 USD =

0.95 EUR. This slight uptick can be attributed to a 1.2% increase in the average price per liter, which now stands at $3.90 (3.71 euros).

This state of stability contrasts with 2021, a year that ended with a 6.4% increase in volume and a 3.5% boost in value. The year 2021 itself had marked a recovery from a notable drop in imports post-2020. These trends indicate that the market has reached a plateau in terms of both volume and value.

Packaging Preferences

Ireland has shown a remarkable preference for packaged wine, accounting for 96.3% of the total volume imported at 36.8 million liters. This has increased by a marginal 0.8% from the previous year. In terms of value, packaged wine accounts for 92% of total imports, reaching about $137 million (130.2 million euros), a growth of 1.8%. The average price for packaged wine rose slightly by 1%, standing at $3.72 (3.54 euros) per liter.

Other Categories of Wine

Sparkling wine is the second most popular type imported by Ireland, albeit with a declining trend. It recorded 962,000 liters, dropping by 27.5%, valued at around $10.8 million (10.3 million euros), a decline of 8.2%. However, the average price soared by 26.6%, reaching $11.21 (10.67 euros) per liter.

Bulk wine has gained traction as the third most imported type, registering 294,000 liters at a value of approximately $891,600 (848,000 euros). The average price per liter for bulk wine has seen a significant increase, standing at $3.04 (2.89 euros), markedly above the global average for this category.

Bag-in-box wine showed more growth in volume (+27%) than in value (+3%), being the only category to have its price decrease by 19%, down to $2.57 (2.44 euros) per liter. The total purchases neared 87,000 liters and $218,100 (207,000 euros) in value.

Geographical Overview of Imports

In the first half of 2023, Ireland imported wine from 49 global providers. Chile, although still the leading provider in terms of volume, saw a 7.1% decline to 6.4 million liters. France was a close second at 6.3 million liters. In terms of value, France led with approximately $31.1 million (29.6 million euros), followed by Chile at $21.2 million (20.2 million euros).

Italy, Australia, and Spain also remained significant suppliers, although each experienced varying degrees of decline in both volume and value. New Zealand, however, showed a positive trend in both aspects, positioning itself as the fourth-largest supplier in terms of value.

While Ireland's wine import market may appear stable on the surface, underlying fluctuations across types, value, and geographical sources reveal an evolving consumer preference and global supply dynamics. Stakeholders and analysts should closely watch these patterns to understand future market directions better.