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Ireland Defies Global Trade Downturn with Increased Wine Imports in 2023

Ireland Contrasts Global Wine Trade Decline with Import Growth in 2023

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In a remarkable deviation from the prevailing global trade trends, Ireland has demonstrated a notable increase in wine imports during the first nine months of 2023. According to customs data, the country's wine import volume reached 63.7 million liters, marking a 2.8% rise from previous figures, while the value of these imports escalated to 232.5 million euros, a 1.8% increase. This surge in import volume and

value comes despite a slight decrease in the average price per liter of wine, which fell by 1.5% to 3.65 euros.

This upward trajectory in Ireland's wine imports is particularly significant, as it stands in stark contrast to the general decline in global wine trade. The figures recorded for 2023 are the second-highest for this period in any year, only surpassed by the record-breaking imports of September 2020. It's worth noting that 2020 was a year marked by exceptional circumstances due to trade restrictions stemming from the COVID-19 pandemic, yet it witnessed unprecedented levels of Irish wine imports.

A closer look at the nature of Ireland's wine imports reveals a market heavily focused on bottled wine, which accounts for 96% of the total volume of wine imported. This preference for bottled wine is a defining characteristic of the Irish market and underscores its significance in the context of global wine trade dynamics.

The resilience and growth of Ireland's wine import market in 2023, against the backdrop of a general decline in global trade, is a testament to the unique position and evolving tastes of the Irish consumer. It also reflects broader economic trends and the impact of global events on trade and consumption patterns.

This development in Ireland's wine imports is not just a story of numbers and percentages; it reflects the evolving landscape of global wine trade and the changing preferences of consumers in different markets. As Ireland continues to carve out its niche in the global wine industry, its market dynamics offer valuable insights into the complexities and opportunities within the world of wine commerce.