



Euromonitor
International

Wine in Ireland

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wine

INDUSTRY PERFORMANCE

Aldi Refreshes Its Wine Range with Flavour-Led Launches to Drive Trial

Andrew Peace Secures Supermarket Listings to Target Value-Premium Sweet Spot

Villa Maria Reinforces Premium Credentials with Heritage-Led Single-Vineyard Releases

Chart 2 - Andrew Peace Enters Ireland by Targeting the Value-Premium Sweet Spot in Wine

Chart 3 - Volume Sales 2020-2030

Chart 4 - Volume Sales by Category 2025

WHAT'S NEXT?

Discounters and Supermarkets Strengthen Wine'S Role in Everyday Occasions

Emerging Styles and Digital Discovery Shape Consumer Engagement and Value

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Santa Rita and Concha Y Toro Defend Leadership through Scale and Trust

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Discounters Attract Value-Focused Shoppers with Expanding Wine Ranges

Premium Gifting Drives Slow but Steady E-Commerce Wine Growth

ECONOMIC CONTEXT

Chart 9 - Economic Context for Wine

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Wine

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Ireland - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Guinness 60/40 Blends Moderation with Tradition to Reshape Drinking Rituals

Jameson Drives Premium Trade-Up as Cost Pressures Split Demand

Chart 16 - Volume Sales 2020-2030

Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Supermarkets Expand Nolo and Premium Ranges to Meet Evolving Demand

Beer Retains Volume Lead as Rtds Outpace All in Growth

Polarisation and Cost Pressures Force Brands to Rethink Value Strategy

Chart 18 - Forecast Volume Sales 2020-2030

Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Heineken and Diageo Defend Their Lead through Brand Strength and Portfolio Breadth

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Supermarkets and Discounters Capture Value-Led At-Home Occasions

Immediacy and Occasion-Driven Habits Keep E-Commerce Subdued

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

PRODUCTS

Guinness and Bulmers Integrate Nolo Options into Daily Rituals

Jameson Drives Trade-Up as Mid-Tier Offerings Lose Relevance

Supermarkets and Discounters Accelerate At-Home and Nolo Innovation

ECONOMIC CONTEXT

Chart 22 - Economic Context for Alcoholic Drinks

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Alcoholic Drinks

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wine-in-ireland/report.