



Student name: Gerard Walsh-Kemmis

Thesis title: A Market Analysis of German Wine in the Irish Wine Sector

Jury members (academic title, name, university / institution):

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Abstract (max 300 words)

Topic position and objectives:

Given the recent explosion of wine consumption in Ireland this thesis aims to determine the market position of German wine : who is importing them, the challenges they face in the Market, the retailing environment in their Irish on-trade and determine their suitability to the Irish wine Market.

Methods : This thesis uses a combination of qualitative analysis of the off trade sector in Ireland as well as quantitative analysis of those in the Irish wine sector such as buyers, retailers and suppliers who work with German wine.

Results :

The thesis found that German wines are positioned in three segments of the Irish off-trade. German wines have good availability in the Irish market, but are facing significant challenges in the market place. The environment for the sale of German wines in the Irish on-trade is negative and German wines do not have a high level of suitability to the current Irish Wine Market. German wines suffer from low level of promotion.

Main conclusions:

German wines are positioned in three segments of the Irish off-trade industry

Keywords (5) : Market position German wine Ireland

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