

THE IRISH PUB: SUPPORTING OUR COMMUNITIES

- August 2023 -

A Drinks Industry Group of Ireland Report Economic analysis by Anthony Foley, Dublin City University Business School





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FOREWARD

Over a year has passed since the last remaining aftershocks of the Covid-19 pandemic have dissipated. Since then, the hospitality sector has been fighting to recover trade, navigating staffing challenges, balancing increasing costs of doing business and trying to survive in what has become an economic and social pressure-cooker.

The re-opening and rebuilding of the sector has been rapid and successful for some. To anyone walking around our nation's capital, it must appear that hospitality is back in full lively swing.

But this past year has not been a 'return to normal' for many. What one doesn't see on the streets of Dublin is the continual, challenging decline of the sector in other parts of Ireland.

In 2022, over 100 more pubs across the country closed their doors - representing a continued downward trend over decades, with a total decline of almost 2,000 pubs since 2005. This trend has not abated following Covid-19, with many pubs in rural areas facing into a real fight for survival.

Despite the figures showing that rural Ireland is disproportionality affected by this decline, every county has witnessed the closure of local pubs at the centre of their community

Those counties particularly impacted are home to some of our most rural communities, where the local pub is so often the heart of social interaction, a space for occasions and events, a cultural heritage site, a place of employment and a buyer of local produce for hundreds of families and businesses.

At a time when Ireland's population is growing and when more people are looking outside urban centres for housing, work-life balance and schooling, the basic services and facilities needed to create a good quality of life there are disappearing.

The majority of the almost 2,000 pubs which have closed represent not just the disappearance of a local community hub, but the closure of a small family business and loss of a livelihood. These are the very places and people that create a thriving community and attract others into it, supporting sustainable rural growth and development across the country.

The analysis in this report demonstrates a stark picture of a sector that continues to decline, against a backdrop of increasing pressures, many of which are outside our control, such as the increased cost of doing business.

However, some of these challenges are within our control to manage and improve for struggling small businesses, like the rural pub.

Ireland currently has the second highest overall excise tax on drinks in the EU. We have the highest excise on wine, the second highest on beer, and the third highest on spirits.

This is despite our drinks manufacturing industry and hospitality sectors helping position Ireland as a world-renowned place of quality produce, a strategic trade partner and a welcoming vibrant destination.

Reducing excise tax is a policy that can be introduced overnight with the immediate, tangible impact of reducing the costs of doing business for tens of thousands of business owners in the drinks and hospitality sector in Ireland.

This reduction would help these businesses continue to contribute to this success and continue to provide a valued local service to our visitors and communities alike.

DIGI recommends that Budget 2024 should reduce alcohol excise by 7.5%. This should be the start of a programme of annual excise reductions to gradually bring Irish alcohol excise tax into line with the much lower EU levels.

In this report, you will read an economic and social analysis by Professor Anthony Foley of Dublin City University who notes that there is likely to be a negative social impact arising from the closure of public houses, especially in rural and remote areas.

Professor Foley also suggests that economic and business sustainability is one of the several determining factors of closures of small public houses and a decrease in excise levels would deliver a positive effect on the commercial sustainability of pubs.

You will also discover in the pages of this report, the decline in pubs in each county in Ireland since 2005, highlighting the more significant impact faced by those in certain areas of the country.



Kathryn D'Arcy

Chair: Drinks Industry Group of Ireland (DIGI)

Communications and Corporate Affairs Director, Irish Distillers - Ireland

ECONOMIC AND SOCIAL ANALYSIS

The last 17 years – from 2005 to 2022 – has seen a significant decline in the number of public houses in Ireland. The number of pubs is down by 22.5% from 8,617 in 2005 to 6,680 for the most recent period in 2022. This represents a closure of 1,937 public houses across the country since 2005.

Public houses are a major contributor to the communities in our towns, villages, and rural areas. The 6,680 pubs which operate across the 26 counties are at the cultural and social heart of their communities.

Overall, the trend of public house closures is reflected in every county across Ireland, with rural areas most significantly impacted. Between 2005 and 2022, the ten counties which suffered the largest percentage reduction in the number of pubs were: Limerick (32%), Roscommon (30.3%), Cork (29.9%), Laois (29.9%), Offaly (28.7%), Leitrim (28.6%), Tipperary (28.6%), Mayo (27.8%), Longford (26.5%) and Donegal (26.3%).

When measured against the pre-Covid period from 2019 to 2022, the trend of decline in the number of public houses has continued, with 457 closures this period. The average annual decline between 2005 and 2022 was 114 pubs, with a substantial difference between the performance in Dublin and the rest of the country. While all 26 counties experienced declines in public house numbers during this period, the lowest decrease was in Dublin at 3.4%.

Creating an environment for commercial sustainability is central to preserving pubs in rural Ireland. Small local markets and populations mean many pubs in small towns and villages operate on tight margins, making them more at-risk of closure without considered support from Government.

- **Culturally**, our public houses form a significant part of the fabric of Irish tourism, providing an extensive network of facilities and services used by visitors from abroad and home. These include the provision of hospitality, food, entertainment and traditional music. The cultural significance of the Irish public house has endured, even after the decline in the number of public houses since 2005. The importance of public houses as a factor for tourism is more notable in more rural counties including Kerry (with 413 pubs), Cork (856), Donegal (334), Mayo (337) and Leitrim (100).
- Socially, our public houses make a significant social contribution to their communities. This is particularly the case in rural Ireland where the decline is most apparent. Pubs in smaller towns and villages help to support social relationships, community cohesion and social capital. Pubs in rural areas also provide an important means of basic socialisation for persons who otherwise would have very limited interaction with other people within their community. Research has recognised this importance of pubs as a 'third place' for socialisation and engagement¹.

When examining opportunities to mitigate the trend of closures in pubs in Ireland, it is necessary to consider the impact of economic and finance measures that could support the recovery of the hospitality sector immediately. One such measure is excise duties.

Excise duties on alcohol contribute to the significant cost of doing business for publicans, the cost to consumers, and can exacerbate the challenges faced by rural pubs in particular.

Ireland has a very high level of alcohol excise duties when compared with our European neighbours. Ireland has the highest wine excise in the EU27 and UK – alongside the second highest beer excise and the third highest spirits excise.

Overall, Ireland has the second highest level of excise duties in the EU27 and UK – behind only Finland when viewed as an unweighted average. The magnitude of the differences in alcohol excise between Ireland and other EU economies is significant. For example, Ireland's beer excise is 11.4 times that of Germany and Ireland's spirits excise is 4.4 times that of Spain.

For the Irish public and visitors to Ireland, the impact of excise duties on costs when visiting public houses is substantial.

- Excise duty contributes 54 cent to the cost of an average a pint of stout, representing 9.8% of the total price.
- For lager, excise duty contributes 55 cent to the price, 9.2% of the total.
- For a standard glass of whiskey, excise contributes 60 cent, or 11.5% of the price.
- For a glass of wine at the typical price sold in small public houses, excise duties contribute 80 cent to the total price, or 11.4%.

BUDGET 2024 - The Government's opportunity to support our pubs

The Drinks Industry Group of Ireland (DIGI) is proposing a 15% reduction in excise duties across two years. In real terms this is a modest 7.5% annual reduction, which would lower Irish alcohol excise levels to mirror the EU average more closely.

The regeneration and development of rural areas requires a wide range of policy measures which is acknowledged in the various policy strategies for these areas published by Government. Creating a supported and sustainable environment for Ireland's rural, small businesses to prosper would be one such important policy measure.

A reduction in the excise rate, as proposed by DIGI, would have the effect of improving conditions for pubs in Ireland, particularly in rural areas. A decrease in excise duty would - considering the importance of pubs for the cultural and social survival of the small towns and villages where they operate – support local communities and rural areas in line with Government policy into the future.

1. How third places foster and shape community cohesion, economic development and social capital: The case of pubs in rural Ireland." Journal of Rural Studies. Volume 55. October 2017.



Anthony Foley
Economist and Associate Professor Emeritus,
Dublin City University

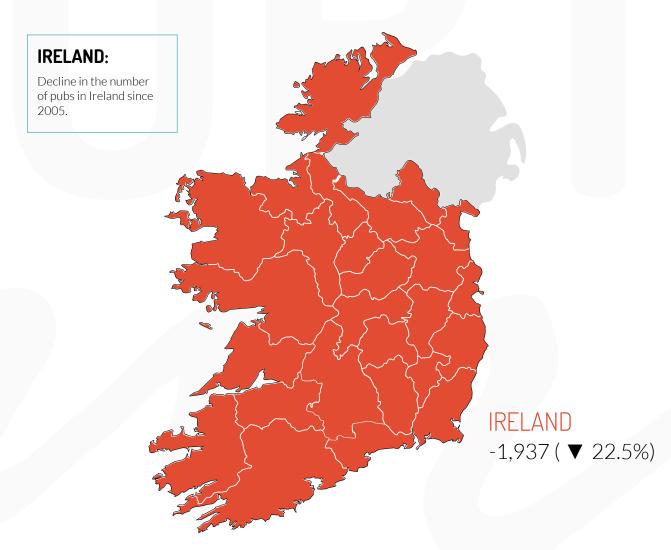
PERCENTAGE DECREASE IN NUMBER OF PUBLIC HOUSES

Percentage decrease in number of public houses between 2005 to 2022 by county, in order of magnitude of percentage decrease:

Rank in order of magnitude of % decline 2005-2022	County in order of % decrease in number of public houses 2005-2022	% decrease
1	Limerick	32.0
2	Roscommon	30.3
3/4	Cork	29.9
3/4	Laois	29.9
5	Offaly	28.7
6/7	Leitrim	28.6
6/7	Tipperary	28.6
8	Мауо	27.8
9	Longford	26.5
10	Donegal	26.3
11	Clare	25.7
12	Waterford	25.4
13	Westmeath	24.9
14	Sligo	24.6
15	Monaghan	24.0
16	Louth	22.5
17	Kilkenny	21.7
18	Galway	21.3
19/20	Wexford	18.5
19/20	Kerry	17.9
21	Cavan	17.2
22	Carlow	14.2
23	Kildare	11.5
24	Wicklow	8.2
25	Meath	4.3
26	Dublin	3.4

Source. VFI database

PUB CLOSURES IN IRELAND



The Numbers:

17-YEAR TOTAL DECLINE	
2005	8,617 pubs in Ireland
2022	6,680 pubs in Ireland

PRE→POST PANDEMIC DECLINE	
2019	7,137 pubs in Ireland
2020	6,890 pubs in Ireland
2021	6,788 pubs in Ireland
2022	6,680 pubs in Ireland

2005-2022 1,937 fewer pubs in Ireland (a 22.5% decline) 22.5%

2019-2022 457 fewer pubs in Ireland (a 6.4% decline)



PUB CLOSURES IN IRELAND: CARLOW



The Numbers:

17-YEAR TOTAL DECLINE	
2005	106 pubs in Carlow
2022	91 pubs in Carlow

PRE→POST PANDEMIC DECLINE	
2019	97 pubs in Carlow
2020	95 pubs in Carlow
2021	95 pubs in Carlow
2022	91 pubs in Carlow

2005-2022 15 fewer pubs in Carlow (a 14.2% decline)



2019-2022 6 fewer pubs in Carlow (a 6.2% decline)



PUB CLOSURES IN IRELAND: CAVAN



The Numbers:

17-YEAR TOTAL DECLINE	
2005	221 pubs in Cavan
2022	183 pubs in Cavan

PRE→POST PANDEMIC DECLINE	
2019	194 pubs in Cavan
2020	189 pubs in Cavan
2021	183 pubs in Cavan
2022	183 pubs in Cavan

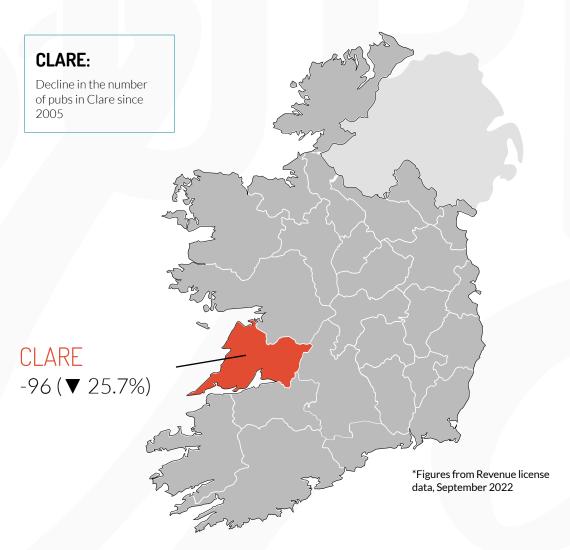
2005-2022 38 fewer pubs in Cavan (a 17.2% decline)



2019-2022 11 fewer pubs in Cavan (a 5.7% decline)



PUB CLOSURES IN IRELAND: CLARE



The Numbers:

17-YEAR TOTAL DECLINE	
2005	373 pubs in Clare
2022	277 pubs in Clare

PRE→POST PANDEMIC DECLINE	
2019	291 pubs in Clare
2020	284 pubs in Clare
2021	281 pubs in Clare
2022	277 pubs in Clare

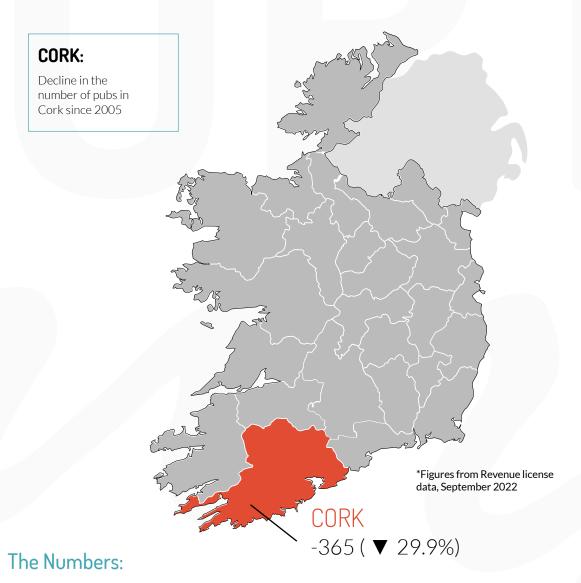
2005-2022 96 fewer pubs in Clare (a 25.7% decline)



2019-2022 14 fewer pubs in Clare (a 4.8% decline)



PUB CLOSURES IN IRELAND: CORK



17-YEAR TOTAL DECLINE	
2005	1,221 pubs in Cork
2022	856 pubs in Cork

PRE→POST PANDEMIC DECLINE	
2019	910 pubs in Cork
2020	892 pubs in Cork
2021	873 pubs in Cork
2022	856 pubs in Cork

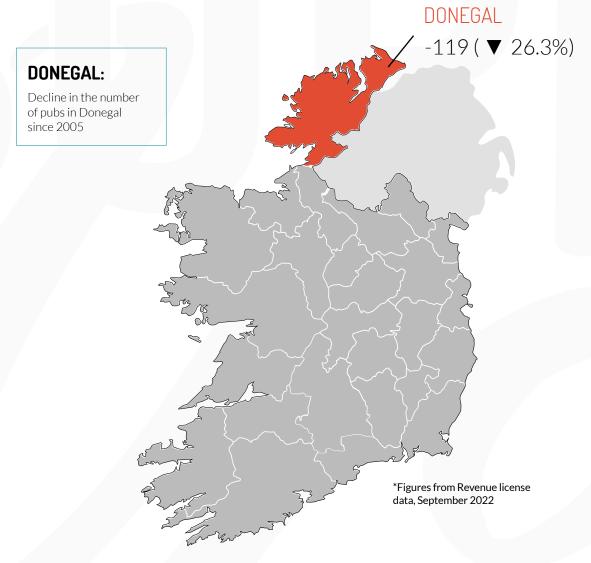
2005-2022 365 fewer pubs in Cork (a 29.9% decline)



2019-2022 54 fewer pubs in Cork (a 5.9% decline)



PUB CLOSURES IN IRELAND: DONEGAL



The Numbers:

17-YEAR TOTAL DECLINE	
2005	453 pubs in Donegal
2022	856 pubs in Donegal

PRE→POST PANDEMIC DECLINE	
2019	367 pubs in Donegal
2020	332 pubs in Donegal
2021	334 pubs in Donegal
2022	334 pubs in Donegal

2005-2022 119 fewer pubs in Donegal (a 26.3% decline)



2019-2022 33 fewer pubs in Donegal (a 9% decline)



PUB CLOSURES IN IRELAND: DUBLIN



The Numbers:

17-YEAR TOTAL DECLINE	
2005	786 pubs in Dublin
2022	759 pubs in Dublin

PRE→POST PANDEMIC DECLINE	
2019	785 pubs in Dublin
2020	754 pubs in Dublin
2021	752 pubs in Dublin
2022	759 pubs in Dublin

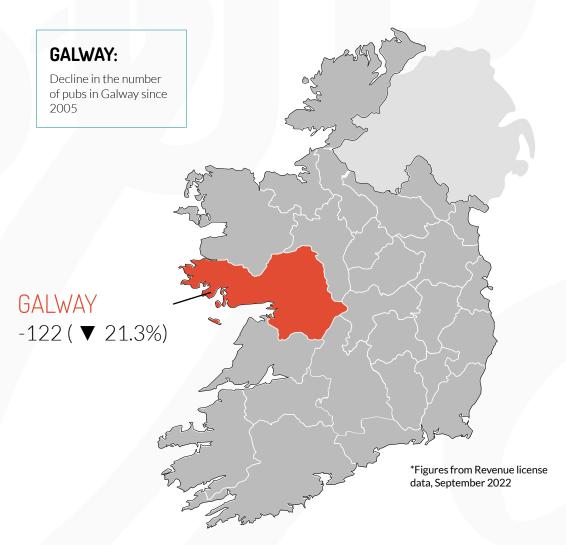
2005-2022 27 fewer pubs in Dublin (a 3.4% decline)



2019-2022 26 fewer pubs in Dublin (a 3.3% decline)



PUB CLOSURES IN IRELAND: GALWAY



The Numbers:

17-YEAR TOTAL DECLINE	
2005	574 pubs in Galway
2022	452 pubs in Galway

PRE→POST PANDEMIC DECLINE	
2019	472 pubs in Galway
2020	460 pubs in Galway
2021	456 pubs in Galway
2022	452 pubs in Galway

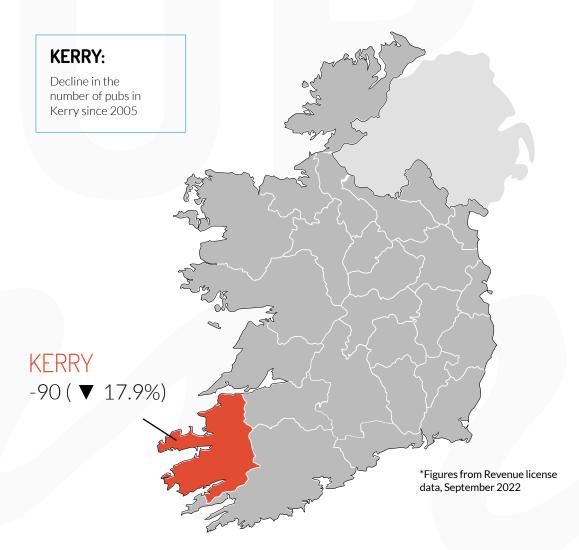
2005-2022 122 fewer pubs in Galway (a 21.3% decline)



2019-2022 20 fewer pubs in Galway (a 4.2% decline)



PUB CLOSURES IN IRELAND: KERRY



The Numbers:

17-YEAR TOTAL DECLINE	
2005	503 pubs in Kerry
2022	413 pubs in Kerry

PRE→POST PANDEMIC DECLINE	
2019	448 pubs in Kerry
2020	434 pubs in Kerry
2021	426 pubs in Kerry
2022	413 pubs in Kerry

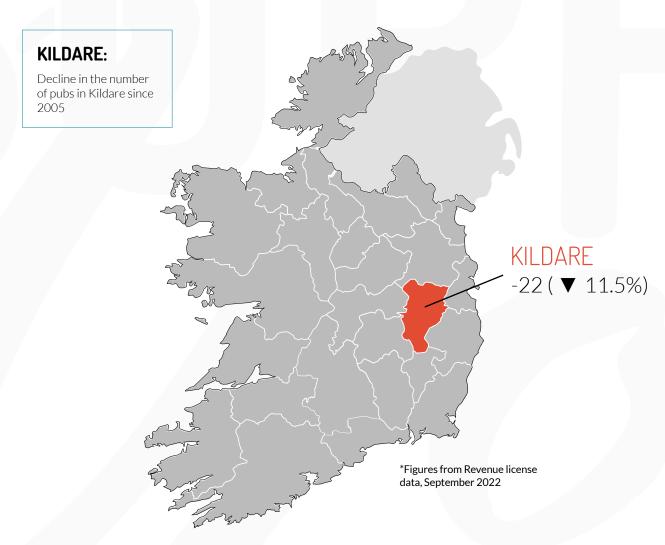
2005-2022 90 fewer pubs in Kerry (a 17.9% decline)



2019-2022 35 fewer pubs in Kerry (a 7.8% decline)



PUB CLOSURES IN IRELAND: KILDARE



The Numbers:

17-YEAR TOTAL DECLINE	
2005	191 pubs in Kildare
2022	169 pubs in Kildare

PRE→POST PANDEMIC DECLINE	
2019	171 pubs in Kildare
2020	167 pubs in Kildare
2021	165 pubs in Kildare
2022	169 pubs in Kildare

2005-2022 22 fewer pubs in Kildare (a 11.5% decline)



2019-20222 fewer pubs in Kildare (a 1.2% decline)



PUB CLOSURES IN IRELAND: KILKENNY



The Numbers:

17-YEAR TOTAL DECLINE	
2005	226 pubs in Kilkenny
2022	177 pubs in Kilkenny

PRE→POST PANDEMIC DECLINE	
2019	195 pubs in Kilkenny
2020	191 pubs in Kilkenny
2021	185 pubs in Kilkenny
2022	177 pubs in Kilkenny

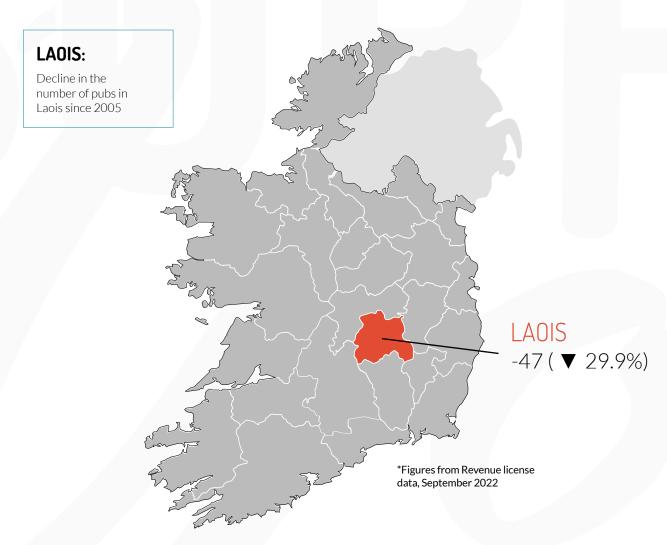
2005-2022 49 fewer pubs in Kilkenny (a 21.7% decline)



2019-2022 18 fewer pubs in Kilkenny (a 9.2% decline)



PUB CLOSURES IN IRELAND: LAOIS



The Numbers:

17-YEAR TOTAL DECLINE	
2005	157 pubs in Laois
2022	110 pubs in Laois

PRE→POST PANDEMIC DECLINE	
2019	122 pubs in Laois
2020	118 pubs in Laois
2021	109 pubs in Laois
2022	110 pubs in Laois

2005-2022 47 fewer pubs in Laois (a 29.9% decline)



2019-2022 12 fewer pubs in Laois (a 9.2% decline)



PUB CLOSURES IN IRELAND: LEITRIM



The Numbers:

17-YEAR TOTAL DECLINE	
2005	140 pubs in Leitrim
2022	100 pubs in Leitrim

PRE→POST PANDEMIC DECLINE	
2019	108 pubs in Leitrim
2020	104 pubs in Leitrim
2021	103 pubs in Leitrim
2022	100 pubs in Leitrim

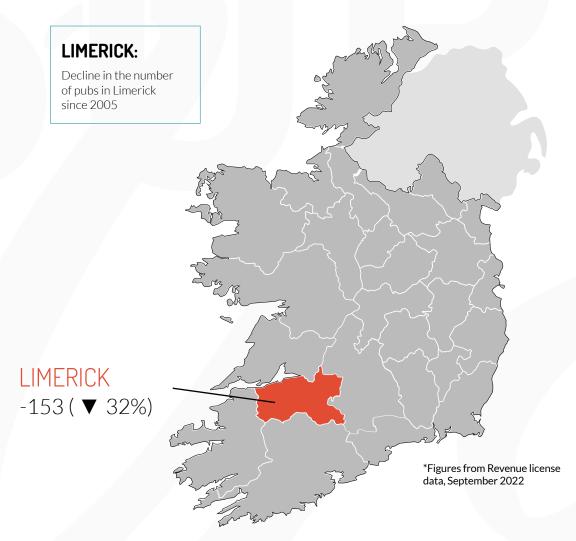
2005-2022 40 fewer pubs in Leitrim (a 28.6% decline)



2019-2022 8 fewer pubs in Leitrim (a 7.4% decline)



PUB CLOSURES IN IRELAND: LIMERICK



The Numbers:

17-YEAR TOTAL DECLINE	
2005	478 pubs in Limerick
2022	325 pubs in Limerick

PRE→POST PANDEMIC DECLINE	
2019	358 pubs in Limerick
2020	344 pubs in Limerick
2021	339 pubs in Limerick
2022	325 pubs in Limerick

2005-2022 153 fewer pubs in Limerick (a 32% decline) 32%

2019-2022 33 fewer pubs in Limerick (a 9.2% decline)



PUB CLOSURES IN IRELAND: LONGFORD



The Numbers:

17-YEAR TOTAL DECLINE	
2005	113 pubs in Longford
2022	83 pubs in Longford

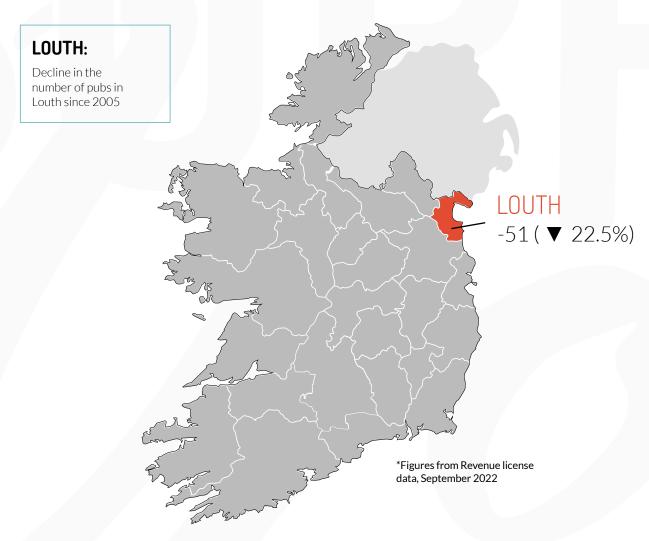
PRE→POST PANDEMIC DECLINE	
2019	91 pubs in Longford
2020	85 pubs in Longford
2021	84 pubs in Longford
2022	83 pubs in Longford

2005-2022 30 fewer pubs in Longford (a 26.5% decline) 26.5%

2019-2022 8 fewer pubs in Longford (a 8.8% decline)



PUB CLOSURES IN IRELAND: LOUTH



The Numbers:

17-YEAR TOTAL DECLINE	
2005	227 pubs in Louth
2022	176 pubs in Louth

PRE→POST PANDEMIC DECLINE	
2019	188 pubs in Louth
2020	179 pubs in Louth
2021	181 pubs in Louth
2022	176 pubs in Louth

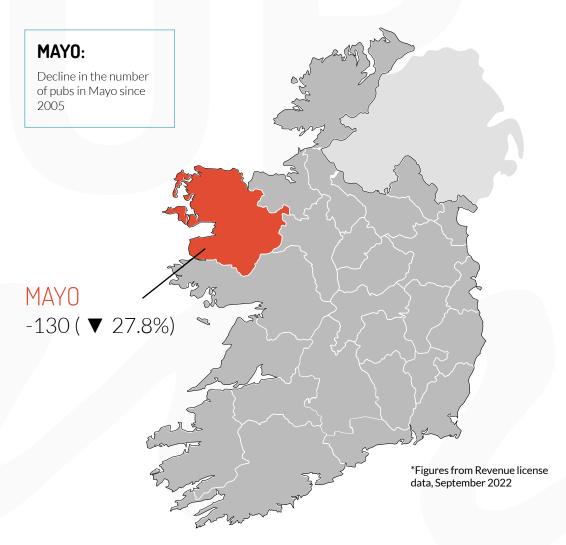
2005-2022 51 fewer pubs in Louth (a 22.5% decline)



2019-2022 22 fewer pubs in Louth (a 6.4% decline)



PUB CLOSURES IN IRELAND: MAYO



The Numbers:

17-YEAR TOTAL DECLINE	
2005	467 pubs in Mayo
2022	337 pubs in Mayo

PRE→POST PANDEMIC DECLINE	
2019	372 pubs in Mayo
2020	355 pubs in Mayo
2021	350 pubs in Mayo
2022	337 pubs in Mayo

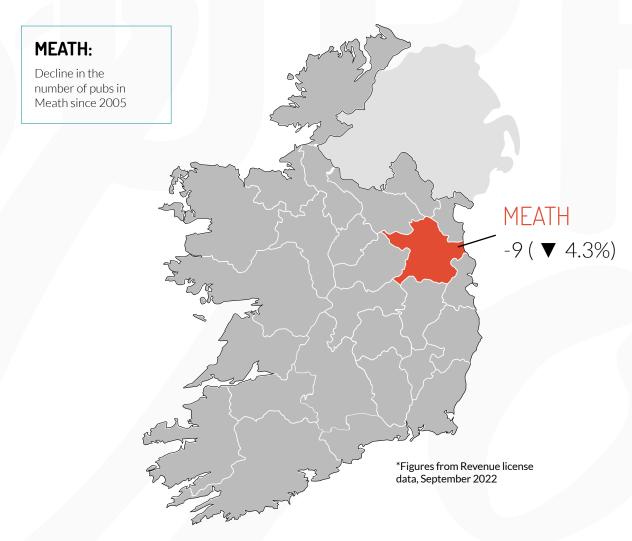
2005-2022 130 fewer pubs in Mayo (a 27.8% decline)



2019-2022 35 fewer pubs in Mayo (a 9.4% decline)



PUB CLOSURES IN IRELAND: MEATH



The Numbers:

17-YEAR TOTAL DECLINE	
2005	210 pubs in Meath
2022	201 pubs in Meath

PRE→POST PANDEMIC DECLINE	
2019	204 pubs in Meath
2020	204 pubs in Meath
2021	207 pubs in Meath
2022	201 pubs in Meath

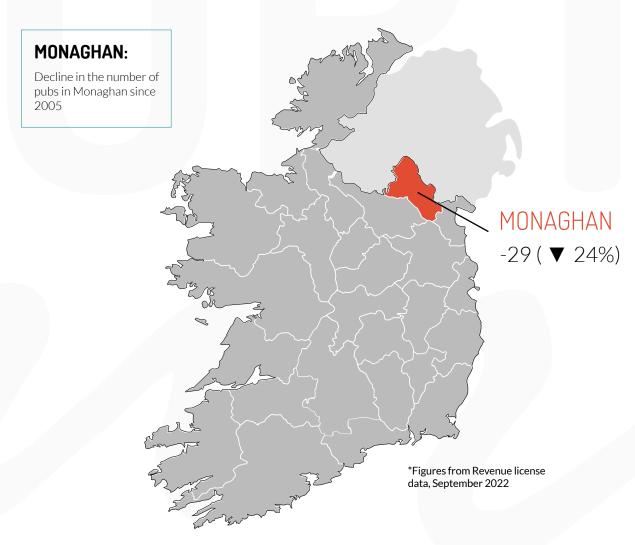
2005-2022 9 fewer pubs in Meath (a 4.3% decline)



2019-2022 3 fewer pubs in Meath (a 1.5% decline)



PUB CLOSURES IN IRELAND: MONAGHAN



The Numbers:

17-YEAR TOTAL DECLINE	
2005	121 pubs in Monaghan
2022	92 pubs in Monaghan

PRE→POST PANDEMIC DECLINE	
2019	99 pubs in Monaghan
2020	96 pubs in Monaghan
2021	97 pubs in Monaghan
2022	92 pubs in Monaghan

2005-2022 29 fewer pubs in Monaghan

(a 24% decline)

24%

2019-2022 7 fewer pubs in Monaghan (a 7.1% decline)

7.1%

PUB CLOSURES IN IRELAND: OFFALY



The Numbers:

17-YEAR TOTAL DECLINE	
2005	164 pubs in Offaly
2022	117 pubs in Offaly

PRE→POST PANDEMIC DECLINE	
2019	128 pubs in Offaly
2020	119 pubs in Offaly
2021	115 pubs in Offaly
2022	117 pubs in Offaly

2005-2022 47 fewer pubs in Offaly (a 28.7% decline)



2019-2022 11 fewer pubs in Offaly (a 8.6% decline)



PUB CLOSURES IN IRELAND: ROSCOMMON



The Numbers:

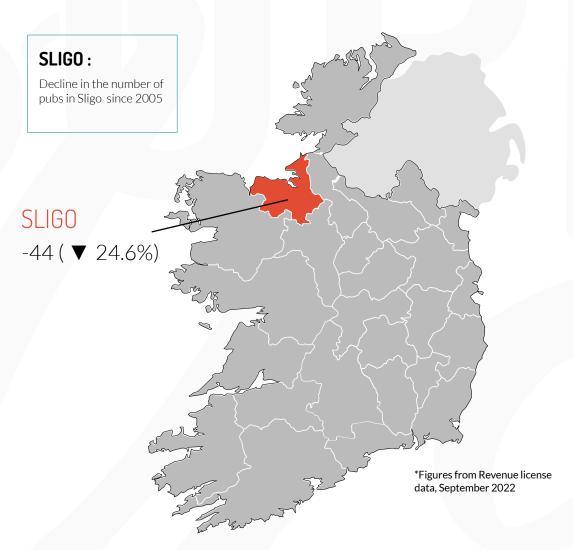
17-YEAR TOTAL DECLINE	
2005	254 pubs in Roscommon
2022	177 pubs in Roscommon

PRE→POST PANDEMIC DECLINE	
2019	198 pubs in Roscommon
2020	189 pubs in Roscommon
2021	182 pubs in Roscommon
2022	177 pubs in Roscommon

2005-2022 77 fewer pubs in Roscommon (a 30.3% decline) 2019-2022 21 fewer pubs in Roscommon (a 10.6% decline)

30.3%

PUB CLOSURES IN IRELAND: SLIGO



The Numbers:

17-YEAR TOTAL DECLINE	
2005	179 pubs in Sligo
2022	136 pubs in Sligo

PRE→POST PANDEMIC DECLINE	
2019	140 pubs in Sligo
2020	137 pubs in Sligo
2021	136 pubs in Sligo
2022	135 pubs in Sligo

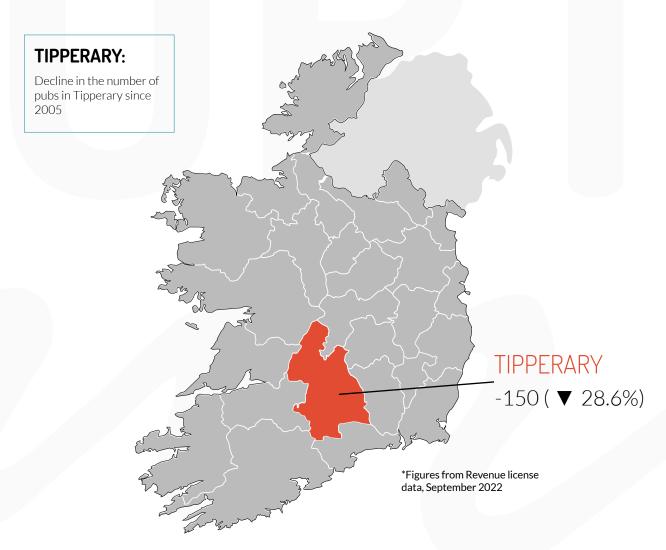
2005-2022 44 fewer pubs in Sligo (a 24.6% decline)



2019-2022 5 fewer pubs in Sligo (a 3.6% decline)



PUB CLOSURES IN IRELAND: TIPPERARY



The Numbers:

17-YEAR TOTAL DECLINE	
2005	525 pubs in Tipperary
2022	375 pubs in Tipperary

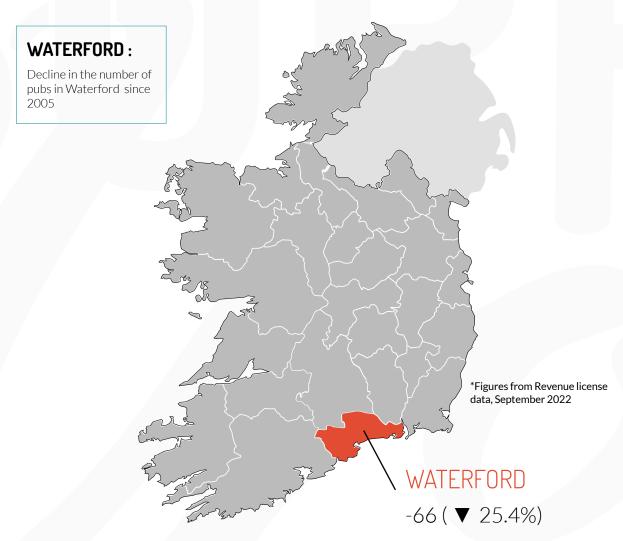
PRE→POST PANDEMIC DECLINE	
2019	401 pubs in Tipperary
2020	397 pubs in Tipperary
2021	387 pubs in Tipperary
2022	387 pubs in Tipperary

2005-2022 150 fewer pubs in Tipperary (a 28.6% decline) 28.6%

2019-2022 26 fewer pubs in Tipperary (a 6.5% decline)



PUB CLOSURES IN IRELAND: WATERFORD



The Numbers:

17-YEAR TOTAL DECLINE	
2005	260 pubs in Waterford
2022	194 pubs in Waterford

PRE→POST PANDEMIC DECLINE		
2019	216 pubs in Waterford	
2020	205 pubs in Waterford	
2021	199 pubs in Waterford	
2022	194 pubs in Waterford	

2005-2022 66 fewer pubs in Waterford (a 25.4% decline) 25.4%

2019-20220 22 fewer pubs in Waterford (a 10.2% decline)



PUB CLOSURES IN IRELAND: WESTMEATH



The Numbers:

17-YEAR TOTAL DECLINE		
2005	213 pubs in Westmeath	
2022	160 pubs in Westmeath	

PRE→POST PANDEMIC DECLINE	
2019	167 pubs in Westmeath
2020	159 pubs in Westmeath
2021	161 pubs in Westmeath
2022	160 pubs in Westmeath

2005-2022 53 fewer pubs in Westmeath (a 24.9% decline)

24.9%

2019-2022 7 fewer pubs in Westmeath (a 4.2% decline)



PUB CLOSURES IN IRELAND: WEXFORD



The Numbers:

17-YEAR TOTAL DECLINE		
2005	297 pubs in Wexford	
2022	242 pubs in Wexford	

PRE→POST PANDEMIC DECLINE	
2019	261 pubs in Wexford
2020	254 pubs in Wexford
2021	246 pubs in Wexford
2022	242 pubs in Wexford

2005-2022 55 fewer pubs in Wexford (a 18.5% decline)



2019-202219 fewer pubs in Wexford (a 7.3% decline)



PUB CLOSURES IN IRELAND: WICKLOW



The Numbers:

17-YEAR TOTAL DECLINE	
2005	158 pubs in Wicklow
2022	145 pubs in Wicklow

PRE→POST PANDEMIC DECLINE	
2019	154 pubs in Wicklow
2020	147 pubs in Wicklow
2021	142 pubs in Wicklow
2022	145 pubs in Wicklow

2005-2022 13 fewer pubs in Wicklow (a 10.1% decline)



2019-2022 9 fewer pubs in Wicklow (a 5.8% decline)





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