



The Sports Goods Export Promotion Country Report on Republic of Ireland



REPUBLIC OF IRELAND

July 2020

ABOUT THE COUNTRY



Capital: Dublin
largest city: Dublin
Population: 4.6 million
Area : 84421 sq km
Language : English, Irish
Currency :Euro
Exchange rate as on July 2020
1 Euro = 85.90 INR, 1 Euro = 1.14 USD

Dublin the capital of Republic of Ireland is also the birthplace of writers like Oscar Wilde, and home of Guinness beer. Ireland is an island in the North Atlantic. It is separated from Great Britain to its east by the North Channel, the Irish Sea, and St George's Channel. Ireland is the second-largest island of the British Isles, the third largest in Europe, and the twentieth-largest on Earth.

Ireland has strong literary and musical traditions and its long history of emigration, have given Ireland an international cultural presence disproportionate to its size.

Ireland emerged from the conflict that marked its birth as an independent state to become one of Europe's economic success stories in the final decade of the twentieth century. After the country joined the European Community in 1973, it was transformed from a largely agricultural society into a modern, high-technology economy.

The **economy of the Republic of Ireland** is primarily a knowledge economy, focused on services into high-tech, life sciences, financial services and agribusiness including agrifood. Ireland is an open economy and ranks first for high-value foreign direct investment (FDI) flows. In the global GDP per capita tables, Ireland ranks 5th of 187 in the IMF table and 6th of 175 in the World Bank ranking

The Gross Domestic Product (GDP) in Ireland was worth 388.70 billion US dollars in 2019, according to official data from the World Bank and projections from Trading Economics. The GDP value of Ireland represents 0.32 percent of the world economy.

SPORTS PLAYED IN IRELAND

Sport plays a central part in Irish life. It provides several socio-economic benefits through a contribution to health, wellbeing and social capital. The many sports played and followed in Ireland include association football, Gaelic ball, Hurling, Camogie, Horse racing, show jumping, greyhound racing, basketball, fishing handball, motorsport, boxing, tennis Hockey, Golf, Rowing Cricket and Rugby Union. Mentioned below are the games extremely popular in the country.

Soccer

Soccer in Ireland has always been near the top of the most popular sports to be played and watched in the country. Ireland likes to get behind to its nation in the international games and cheers them on. Whether it is in participation or spectating, people adore the game. According to Irish Sport Monitor annual report, 4.8% of adults over 15 participate in Soccer throughout the country and this number is forever growing exponentially.

Gaelic Football

Gaelic football is an Irish team sport. It is played between two teams of 15 players with a round ball, slightly smaller and heavier than a soccer ball and played against Rugby style H shaped goal post Gaelic football has always been one of most popular sports in Ireland without a doubt. From an early age of one is most certain to have picked up a Gaelic football and played for its local team. It is the most attended sport in country with over 30% of sports attendances.

Golf

Golf is one the most played sports in the country amongst young and old. Rory McIlroy is on Ireland's finest golfers with 4 majors to his name. His hosting of the Irish Open has helped grow the game in the country and attract the younger generation to take up a club and start playing.

Rugby

Rugby in Ireland is very popular. Almost all schools, colleges and local communities compete in the game. The continued success of the Irish Rugby team has helped grow the popularity of the game also. Irish team winning their first Grand Slam in 1948 was one of the biggest sporting achievements in the country.

Volleyball

Volleyball in Ireland is hugely popular sport. Report shows that over 100,000 children play volleyball at post-primary school level with this number continuously growing. Also, over 400 schools are currently affiliated to the Volleyball Association of Ireland.

Boxing

Boxing was once one of Ireland's most popular sports is now regaining popularity on account of Irish success during the Olympic Games and also on the Pro circuit.

Cricket

Cricket is rapidly gaining its popularity in recent years. Over the last few years, junior participation numbers have more than doubled. Irish Cricket is growing in popularity every day and has now over 25,000 children taking up the game last year.

COMMERCIAL RELATIONS WITH INDIA

India-Ireland interactions go back to the nineteenth century, when a significant number of Irishmen joined the British Civil Service, medical and engineering services, and colonial army regiments in India. During this period, Irish missionaries and educationists also spread out into all regions of India. These links were further strengthened by the connections between the nationalist movements of the two countries since the early 1990s.

Bilateral trade in goods between India and Ireland in 2020 touched around US\$ 1137.82 million. India's exports to Ireland were US\$ 533.67 million and India's imports from Ireland were US\$ 604.15 million.

The Items imported by India were machinery and mechanical appliances, telecommunications equipment, computer accessories, precision equipment and pharmaceuticals. The items exported from India were organic chemicals, textiles, garments & clothing accessories, pharmaceuticals, medical devices, machinery, light engineering goods, plastics, and rubber. The opening of the Irish Consulate General in Mumbai is expected to trigger the trade volumes.

Ireland is part of the European Union (EU) and commercial policy is regulated by the European Commission. Ireland is part of the harmonized trade system of the EU and importing and exporting are covered by EC Regulations. A Common External Tariff (CET) is applicable to countries outside the EU.

The European Community has created the Binding Tariff Information (BTI) system as a tool to obtain the correct tariff classification for goods for import or export. Before shipping any goods to Ireland, it is recommended to obtain a written BTI customs duty ruling from the Office of the Revenue Commissioners.

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It is also to be noted that for a number of items, import licenses and tariff quotas are imposed.

Under Common Agricultural Policy (CAP) regulations, an import license (AGRIM) is required to import certain agricultural products to Ireland originating outside EU. Importers of live seafood must register with the Sea Fisheries Protection Authority.

Licenses may also be required for the textiles, dual use goods and services, chemicals, pharmaceuticals, archaeological objects and works of art. Imports of some goods originating in certain non-EU countries may be subject to either quantitative restrictions or surveillance measures.

Import of Toys and Sports Goods (9503, 9504, 9506, 9507) by the Ireland from world and India's position is shown in below tables(**In USD Million**):

9503 wheeled toys; dolls; puzzles of all kinds

Rank	Exporters	Imported value in 2017	Imported value in 2018	Imported value in 2019
	World	240.66	281.58	252.96
1	United Kingdom	145.57	167.61	145.85
2	China	53.94	69.42	69.80
3	Germany	15.57	17.71	15.82
4	Czech Republic	11.57	11.95	10.39
5	Netherlands	2.95	2.46	2.51
6	Denmark	1.12	1.56	1.40
7	Italy	1.20	1.40	1.24
8	France	0.79	0.62	0.90
9	USA	0.78	0.81	0.83
10	Viet Nam	0.26	0.23	0.59
13	India	0.01	0.05	0.41

9504 Video game consoles, table or parlour games, bowling alley equip.

Rank	Exporters	Imported value in 2017	Imported value in 2018	Imported value in 2019
	World	119.42	132.47	110.89
1	United Kingdom	83.27	90.03	69.97
2	China	18.32	18.95	17.65
3	Germany	2.76	5.17	6.61
4	Belgium	7.26	7.07	6.10
5	Sweden	0.55	0.02	2.45
6	Denmark	0.50	3.29	2.04
7	United States of America	1.24	1.31	1.56
8	Czech Republic	0.62	1.41	1.20
9	Poland	0.25	0.78	0.71
10	Netherlands	1.02	0.71	0.47
18	India	0.06	0.10	0.09

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9506 All kinds of sports equipment

Rank	Exporters	Imported value in 2017	Imported value in 2018	Imported value in 2019
	World	91.46	104.49	96.1
1	United Kingdom	59.67	63.81	54.38
2	China	13.82	18.01	17.24
3	Germany	2.79	4.67	4.90
4	India	2.21	2.74	3.39
5	Czech Republic	1.14	1.84	2.99
6	Taipei, Chinese	1.48	1.83	2.51
7	Netherlands	1.89	2.80	2.29
8	USA	2.04	2.31	2.24
9	Italy	1.89	1.49	1.63
10	Pakistan	1.36	1.14	1.18

9507 rods, fish-hooks etc, hunting or shooting requisites

Rank	Exporters	Imported value in 2017	Imported value in 2018	Imported value in 2019
	World	5.23	6.41	6.62
1	United Kingdom	3.86	5.04	4.63
2	China	0.26	0.25	0.45
3	Sweden	0	0.01	0.26
4	Germany	0.09	0.11	0.23
5	France	0.31	0.25	0.19
6	USA	0.22	0.17	0.16
7	Netherlands	0.12	0.07	0.15
8	Spain	0.10	0.20	0.15
9	Finland	0.02	0.06	0.07
10	Republic of Korea	0.06	0.04	0.05
22	India	0.001	0.000	0.004

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POPULAR SPORTS STORE / CHAIN IN IRELAND

Intersport Elverys is a sports store chain in Ireland. Founded in 1847, it is Ireland's oldest sports store. Intersport Elverys sell sports clothes and equipment, both third-party and own brand goods.

Champion Sports Ireland Limited provides sports clothing and footwear in Ireland. It is established in 1992 and sells sports clothing and footwear in Ireland and has 22 stores in towns nationwide. It also has one store in Northern Ireland.

Reydon Sports is the UK and Ireland's premier trade wholesaler and distributor of industry-leading sports brands. It has range from football, hockey, fitness, golf, basketball, educational equipment, sports accessories.

JAKO Ireland is the main agent for JAKO Team Sportswear, a German based sportswear company. It offers quality Jako Team Sport and Leisurewear at affordable prices, as well as a Full Design, Embroidery and Customization Service.

Fightstore Ireland is a store run by fighters, for fighters. It only stock products from trusted fight brands such as Koral, Grips, Rival Boxing, Fightlab, Fairtex, Cleto Reyes, Diamond MMA, Adidas, HCT & Carbon Claw as they are guaranteed to withstand the punishment metered out by the rigors of the tough sports.

Martyn Evans sports shop is a premier racket-sports shop catering for Tennis, badminton, Squash and Racketball. Rackets, shoes, clothing, equipment, restringing.

The Outdoor Adventure Store was established in 2000. Over the years, it has been providing high-quality brands at good prices in its three stores located in Dublin, Bray & Cork. It has the product ranges from camping, hiking, or travelling.

PREFERRED SPORTS BRANDS IN IRELAND

The ALL-STAR brand is popular in Sliotar. All - Star sliotar has been used in *All-Ireland* Hurling Championship Finals since 1976. Sliotar of this brand is considered a top quality. The *ALL-STAR* Sliotar has been the GAA approved Sliotar of choice for over 40 years.

Canterbury brand is immensely popular in rugby kit and rugby ball in Ireland. **Canterbury** was established in 1904 in New Zealand and deals in garments.

Regatta brand is amongst the most popular in the leisurewear market, with products including jackets, fleeces, trousers and softshells. Many of **Regatta's clothing** is waterproof and/or water repellent.

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Brandwell is a brand known for Handbags, Accessories, Sunglasses, Umbrellas, Luggage and Leisure goods. It also Hosiery, Socks and Underwear. Established now for over Twenty-Five Years.

Dare 2 Be manufactures high-performance sportswear outdoor apparel and accessories. Now sold in over 65 countries around the world and is very popular in Ireland for ski wear, cycling clothing, and running clothing.

Grays is famous for hockey kit. It is known for finest hockey sticks hockey boots hockey team wear; hockey shirts and shorts are extremely popular.

GILBERT is a sports equipment manufacturing brand, specializing in rugby and netball. The company is mostly known for its rugby union balls, having been official supplier for every World Cup since 1995.

GRAY-NICOLLS is an English sports equipment and apparel brand specializing in cricket and owned by Grays International. Gray-Nicolls was formed when the two companies Grays and Nicolls merged. The company is based in Robertsbridge, East Sussex. Gray-Nicolls manufactures and commercializes a wide range of products for cricket, such as bats, batting gloves, balls, pads, footwear, and team uniforms.

Hurlog is known in Hurlóg starter kit. It specializes in hurlog suitable for children up to age 6.

O'Neills Irish International Sports Company Ltd. is an **Irish** sporting goods manufacturer established in 1918. It is the largest manufacturer of sportswear in **Ireland**, with production plants located in Dublin and Strabane.

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