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Retail Excellence calls on Government to review VAT hike on Health Supplements

Such a move will have detrimental impact on consumers, retailers and local economies across Ireland.

Retail Excellence, Ireland's largest retail industry representative body is calling on the Government to review the proposed VAT hike on vitamins, minerals, probiotics and fish oils announced by the Revenue Commissioners in December. A 0% VAT rate on food supplements has existed for the past 40 years, however, the new system, which could see a 23% increase on such products, is due to come into effect on 1st March 2019.

Such a move will have a serious impact on consumers who rely on supplements in order to maintain their health. Elderly consumers rely on products such as Vitamin D, glucosamine sulphate tablets and Omega 3 fish oils for the maintenance of normal muscle and bone function, the normal function of their immune system as well as joint flexibility and this increase may be a step too far for many. Indeed, this move would act as counter-productive to the Government's own Healthy Ireland Initiative launched in 2013 which states that 'wellbeing is valued and supported at every level of society'.

Commenting on Revenue's announcement, Group CEO of Retail Excellence, David Fitzsimons said "Retail Excellence has been working on this with, and on behalf of our members across the country since we first became aware of the issue late last year. This move will have a huge knock-on effect for retailers, pharmacies and particularly small, independent, family run stores who have been the mainstay of high streets up and down the country for decades."

"The shock of a massive VAT hike of 23% on these products has the potential to cause hundreds of job losses across Ireland at a time when the prospect of a crash-out Brexit and the associated negative impact that will have on the Irish economy is all the more real."

"Minister Paschal Donohue stated recently that he is willing to engage with stakeholders on this matter and Retail Excellence looks forward to such engagement to come to a fair solution for consumers and retailers alike." Mr. Fitzsimons concluded.

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About Retail Excellence

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives.

Retail Excellence has over 1,850 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.

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