

Drinking Milk Products in Ireland

Market Direction | 2022-09-08 | 22 pages | Euromonitor

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Report description:

Industry players continued to differentiate in terms of pack sizes in 2022 in a bid to cater to the various household sizes in the country as consumers demanded greater diversity in packaging. Apart from standard 1-litre packaging and small single use 500ml portions for individual family members, the market offered larger pack sizes of milk in 1.75 litre, 2 litre and 3 litre sizes. Another solution has been growth in multipacks of dairy products, although to date only a few industry players are...

Euromonitor International's Drinking Milk Products in Ireland report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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