

## **Drinking Milk Products in Ireland**

Market Direction | 2023-09-29 | 22 pages | Euromonitor

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### **Report description:**

After steep increases in the price of milk amidst high inflation during 2022, 2023 saw milk prices in Ireland experience a notable decline. The average unit price of drinking milk products had reached unprecedented levels by the end of 2022 and a downwards adjustment was thus considered virtually inevitable during 2023. The nation's dairy farmers were certainly preparing for a price drop, although a complete collapse in milk prices was not expected. The adjustments seen in milk prices in 2023 pr...

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 2018-2022, 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 2027, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

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